DECEMBER 1954

BUILDING SUPPLIES

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES



Building Tailor Sells

More Improvement Jobs

PAGE 31

Fancy Lumber Paneling in Complete Dealer Service PAGE 34

How to make PROFITS FROM LUMBER SCRAPS . . . page 28

New Store Makes Materials Selection Simple, Tempting

PAGE 29

Employee Parties, Recognition Produce Profitable Teamwork

PAGE 27

12,000 COPIES THIS ISSUE



10 reasons why you get more Do-It-Yourself dollars with -



Here are some mighty important reasons why more and more "Do-It-Yourself" customers are buying BURNS Aluminum Tension Screens. "Live Wire" Tension . . . an active, lively, springy tension that locks tight and stays tight and patented BURNS

EASY TO INSTALL! Anyone that can use a screw driver can install a BURNS SCREEN in 5 minutes or less.

SCREEN in 5 minutes or less.

2. EASY TO OPEN! A simple flip of the finger releases the tension catch and a BURNS "Live Wire" screen is open . . . as simple as that!

3. STAYS TIGHT! Full length . . . No shorts yet BURNS patented catch keeps screen snug and tight with no sag or warp.

4. NO RUST or STAIN! Always bright and new looking. No unkeep needed.

new looking. No upkeep needed.

NO HEAVY WOODEN FRAMES to cut,

fit, paint or store!
ROLL FOR STORAGE! Easy to store in

catch are outstanding features that sell BURNS Screens first and keep them sold. Bigger savings for customers and bigger profits for dealers keep BURNS Screens moving fast in a fast-growing "Do-It-Yourself" market.

winter (package makes handy storage pack).

7. COLORFUL PACKAGE! Outstanding on the dealers shelf . . . it's easy to handle, easy to see and easy to see!!

8. FAST SELLER! Attractive package . . . patented catch and dependable fit makes BURNS SCREENS move! No dusty, shelf-worn packages to cut down on profits if you carry BURNS SCREENS!

9. FULL MARK UP! Full price mark-up and dealer protection mean more profits to

dealer protection mean more profits to dealers!

DEALER AIDS! Attractive newspaper mats and statement stuffers help increase traffic in



WESLOCK

the 500 CONGAVE series

Matching beauty in Locks, K and Pulls for every door, drawer

and cupbourd in the kim

Write for further information

WESTERN LOCK MFG. C.

Manufacturers of Weslock Residential Locksets and Builders Hardware

WESTERN WESLOCK

GENERAL OFFICES: 211 NORTH MADISON AVE., LOS ANGELES 4, CALIF. . FACTORY: HUNTINGTON PARK, CALIF.

DECEMBER, 1954 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

1



BE A UALCO DEALER!

City, Missouri.

California; Greensboro, N. C.; Aurora, Illinois; Ruston, La.; Kansas

MAIL THIS

COUPON NOW!

NAME



806 Peachtree St., N.E., Atlanta 5, Ga.

DONALD L. MOORE, Editor
HELEN MATTHEWS, Assistant Editor

T. W. McALLISTER, Editorial Director

BARON CREAGER, Southwestern Editor, National City Building, Dallas 1, Tex. RAndolph 7673

FRANK P. BELL Business Manager CHARLES E. SMITH
Assistant Business Manager

J. A. MOODY
Production Manager

Southern Features for December

Personnel Relations Program Gets Results
Turn Losses to Profits with Lumber Scraps28
New Store Displays What Home-Owners Want29
Tailor Trade-Mark Moves More Materials
Wholesalers Meet Hurricane Emergency33
Jobber Provides Dealer Full-Line Service34

Spotting the Classified News

Washington News of Interest to Dealers	36
Supply and Demand-More Steel for All	37
News of the Industry-Mortgage Committees	
Convention Calendar—Association Doings	
Products on Parade to More Profits	56
What's New with the Manufacturers	58

Copyright, 1954, W. R. C. Smith Publishing Co., Atlanta, Ga.



BUSINESS PUBLICATIONS AUDIT OF CIRCULATION
NATIONAL BUSINESS PUBLICATIONS



Published monthly and mailed without charge to the wholesale and retail lumber and building material dealers in the is Southern and Southwestern states and the District of Columbia, To all others there is a subscription price of 25 cents per copy or \$2.00 per year.

Business Representatives

CHICAGO: Robert A. Blum, 333 North Michigan Avenue, Tel. Central 6-4131.

CLEVELAND: W. G. Sheehan, 17921 Amber Drive, Cleveland 11, Ohio, Tel. Winton 1-1396.

GASTONIA, N. C.: W. C. Rutland, P. O. Box 102, Tel. 7995.

LOS ANGELES: Loyd B. Chappell, 810 S. Robertson Boulevard, Los Angeles 33, Calif. Tel. Crestview 4-5151.

MIAMI: Ray Rickles, 814 Chamber of Commerce Building, Miami 32, Fla. Tel. 9-1495.

NEW YORK: Gerard Teasdale, 78 Manhattan Ave., New York 25, Tel. University 4-2087.

Published Monthly in Atlanta, Ga., and Charlotte, N. C., by

W. R. C. SMITH PUBLISHING COMPANY

Publishers Also of

SOUTHERN HARDWARE SOUTHERN APPLIANCES SOUTHERN POWER & INDUSTRY

SOUTHERN AUTOMOTIVE JOURNAL TEXTILE INDUSTRIES ELECTRICAL SOUTH

W. J. Rooke, Chairman of the Board; Richard P. Smith, President; T. W. McAllister, First Vice-President; E. W. O'Brien, Vice-President, A. E. C. Smith, Vice-President; O. A. Sharpless, Treasurer; A. F. Roberts, Secretary; Seda J. Jones, Assistant Secretary and Treasurer,



TENSION-tite screens are made exclusively of Alco and Reynolds aluminum.

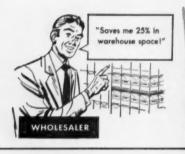


RUDIGER-LANG CO.

2701 Eighth St., Berkeley 10, Calif. • Suite 310, International Trade Mart, New Orleans, La. • Distributed in Southern California by TENSION-tite Window Screen Co., 8473 Beverly Boulevard, Los Angeles 48, California

EVERYBODY LIKES THE NEW

DAYSIEL VARIANTE Nail Caddy











The nail package that helps move more nails more profitably for all

All types, sizes and finishes of top-quality DIXISTEEL Nails now come to you in the handy new DIXISTEEL Nail Caddy—the specially designed, reinforced fiberboard container that has taken the place of old-fashioned wooden kegs!

Now when you order DIXISTEEL Nails you get the latest thing in modern packaging—a package that is easier to handle and store, a package that is easier to use and display. In a nutshell, a package that is more profitable for everyone—from the wholesaler right on down to the man who swings a hammer.

Order, stock, display DIXISTEEL Nails in the DIXISTEEL Nail Caddy—the best thing that has happened to nails in 100 years.



ATLANTIC STEEL COMPANY

ATLANTA 1, GEORGIA - EMerson-3441

association directory...

Associations serving Building Supply Dealers in Southern and Southwestern states—and served by SOUTHERN BUILDING SUPPLIES

Alabama Building Material Exchange — 519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: Peter Fyfe, Birmingham, Ala.

Arkansas Association of Lumber Dealers — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: Robert R. Stair, Little Rock, Ark.

Building Moterial Merchants of Georgia—1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. Elgin 5329. President: Allen Johnson Sr., Albany, Ga.

Carolina Lumber and Building Supply Association — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. FRanklin 6-5541. President: W. M. Spurrier, Charlotte, N. C.

Florida Lumber and Millwork Association — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. 2-3761. President: Ray C. Tylander, West Palm Beach, Fla.

Kansas Lumbermen's Association—Room 212, Farmers National Bank Building, Salina, Kan. Secretary: Marvin Von Fange. Tel. 4607. President: Henry C. Wildgen, Hoisington, Kas.

Kentucky Retail Lumber Dealers Association — Knott Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 74. President: H. L. Shannon, Henderson. Louisiana Building Material Dealers Association — 528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: Shelby Hill,

R. Needham Ball. Tel. 2-4080. President: Shelby Monroe, La.

Lumbermen's Association of Texas — 304 First Federal Savings Bldg., Austin, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: Harvy L. Richards, New Braunfels, Tex.

Middle Atlantic Lumbermen's Association—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377. President: W. R. Lamar, Washington, D. C.

Mississippi Retail Lumber Dealers Association — 607 North State Street, P. O. Box 1968, Jackson 115, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: Sam Simmons, Grenada, Miss.

National Retail Lumber Dealers Association — 302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: Watson Malone III, Philadelphia, Pa.

Oklahoma Lumbermen's Association — 815 Leonhardt Building, Oklahoma City, Okla. Secretary-Manager: W. M. Morgan. Tel.: 7-0338. President: Alfred L. Leonhardt, Oklahoma City, Okla.

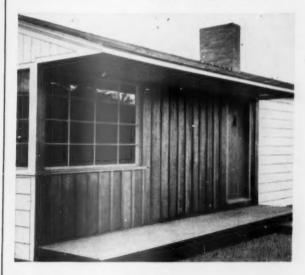
Southwestern Lumbermen's Association—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: G. Kenneth Milliken. Tel. Victor 2265-6. President: Sam M. Arnold, Kirksville, Mo.

Tennessee Building Material Association—711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: W. S. (Red) Sexton, Knoxville, Tenn.

Virginia Building Material Association — 3305 Monument Avenue, Richmond 21, Va. Secretarv-Manager: Harris Mitchell. Tel. 6-1749. President: Forrest G. Brice, Ashland, Va.

West Virginia Lumber and Builders Supply Dealers Association—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: George W. Kelly, Charleston, W. Va.

good look at WESTERN RED CEDAR



one of 10 woods from the

WESTERN PINE region

Great resistance to decay, dimensional stability, high insulating qualities, workability, nailability, light weight make Western Red Cedar an excellent and economical wood for all residential construction—and preferred for weather-exposed usage such as poles, greenhouses, boats and floats.

Western Red Cedar comes in 3 select and 5 common grades. You can order it in mixed cars—together with other woods from the Western Pine region—from most Western Pine Association member mills!

the Western Pines

IDAHO WHITE PINE PONDEROSA PINE SUGAR PINE

the Associated Woods

RED CEDAR
LARCH
DOUGLAS FIR
WHITE FIR
ENGELMANN SPRUCE
INCENSE CEDAR
LODGEPOLE PINE



get the facts to help you sell WESTERN RED CEDAR

write for the FREE illustrated booklet to WESTERN PINE ASSOCIATION Yeon Bldg., Portland 4, Oregon





Faster, lower cost installation in new or remodeling construction.

Simple, quick door assembly and glazing with choice crystal or plate glass with ONE style snap-in bead on aluminum sections.

All aluminum extrusions are anodized for beauty and long life. Wood frame and rail sections are toxic treated. Scientifically engineered weatherstrip with Schlegel mohair pile.

Three types of units in Six, Eight, Ten, Twelve and Sixteen Feet lengths.

ESPECIALLY DESIGNED FOR VOLUME HOUSING PROJECTS, CUSTOM HOME AND REMODELING MARKETS!

All CAPRI sliding glass doors are KD, complete with frame-jambs, heavy duty aluminum sill, stationary and sliding door sections. The entire unit is carton packed for maximum ease and flexibility of storage and reduced freight costs.

For full information, write on your letterhead

O

SLIDING GLASS DOORS

HIGHEST QUALITY inside and out -DICKS-PONTIUS has it!

INSIDE each package—the finest quality compound made today.



OUTSIDE each
package - modern
distinctive label
which stops the
eye and starts
the sale.



D-P Glazing Compound



D-P Caulking Compound



D-P Putty



D-P White Wonder Sealing Compound



D-P Caulking Cartridge

Line up with Dicks-Pontius for dependable products, displayable packaging, bigger profits!

Nationally advertised in Popular Mechanics, Popular Science, Family Handyman! Order D-P Compounds from your jobber now!

The Dicks-Pontius Company • Dayton, Ohio Alexandria, Va. • Decatur, Ga. • Dallas, Tex.











Let PLASTERGON

paint this wallboard profit picture for you











We'd blush at the suggestion that we're Old Masters . . . but we have what it takes to make a wall a work of art . . .

That's Plastergon . . . made in every type of wallboard your customer needs. Styled and specified to his exact requirement . . . and at the best price.

Let us help you to create a sales masterpiece with the complete Plastergon line. Ask us for full details and product literature.

you'll find a wallboard for your every need BUCKSKIN READY BEND —

Check this list . . .

1/10" pebbled wallboard especially useful in display work. 4' x 8' panels . . . 20 pieces per bundle. **DUO-TONE**—2-color wall-

board in 6 different color combinations. Four-ply . . . 48" wide . . . 6 to 12 ft. long. Bundles of 12.

PERFECT-O-CELL —Approximately 3/16", 4-ply, pebbled wallboard with extra sizing on both sides. Rich cream color. 48" wide . . . lengths 6 to 12 ft.

MAMMOTH — Approximately ½", 5-ply, pebbled wallboard of great beauty and strength. 48" wide... standard lengths 6 to 12 ft. Bundles of 10. ECONOMY—A lot of value at low cost. Smooth finish, both sides. 4-ply . . . 48" wide . . 6 to 12 ft. long . . . bundles of 12.

EBONY—1/8" asphalted underlay board. 30" x 48" (100 sq. ft. per bundle). Also standard panels 48" wide, 4 to 12 ft. long.

BUDGETAIRE PAINTCOTE5/16" insulating board, Licorice root fibres. Factory painted one side. 48" wide . . . 6 to 12 ft. Bundles of 10.

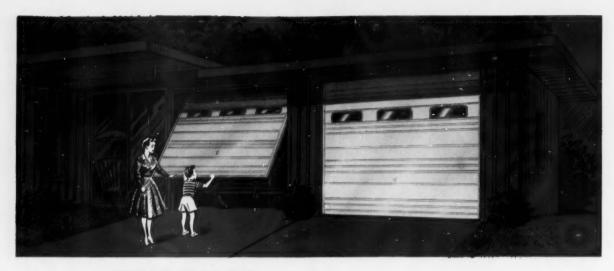
LOCKAIRE PAINTCOTE—1/2" insulating board. Licorice root fibres for greater strength. Factory painted one side. 48" wide . . . 6 to 12 ft.

LOCKAIRE—1/2" and 25/32" Asphalic board. 48" wide . . . 6 to 12 ft. long. Also v-joint panels 2' by 8'. 25/32" building boards.

PLASTERGON Wallboards

THE PLASTERGON WALLBOARD COMPANY P. O. Box 40, Station B, Buffalo 7, N. Y.

Cable Address, "Plastergon" • Phone Riverside 3370



The [STANLEY] Steel Garage Door

A brand new product with just one theme:

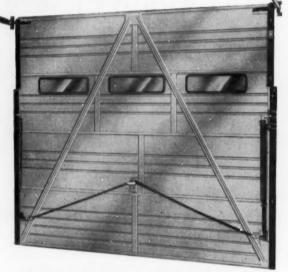


The Stanley Steel Garage Door is completely different from any other garage door on today's market. First of all, it was designed by an architect to present a distinctively beautiful appearance. Note the uncrowded spacing of the light openings. They are architecturally correct, like the spacing of the grooves on the door face.

Secondly, the face is of heavy 24-gauge steel, strengthened by heavier 18-gauge reinforcing members.

Third, all hardware is made by Stanley, a pioneer in quality garage door hardware.

Finally, every other possible quality feature has been built into the Stanley Door. Steel faces are galvanized, Bonderized and prime painted for complete protection. All joints are welded. There are bronze bush-



• Front and back, there's quality throughout.

ings or ball bearings at all bearing surfaces. Each door is weatherstripped at the top, bottom and sides. Large coiled springs float the door open noiselessly, easily. Yet the price of the Stanley Steel Garage Door compares with that of ordinary steel garage doors, and is lower than the selling price of most wooden doors.

For details and prices Write to M We'll send you full information immediately

SOUTHERN STATES IRON ROOFING CO.

MANUFACTURERS - GENERAL SALES OFFICE: P. O. BOX 111P. AVAINAM, GEORGIA



12. Installment Financing. The Allied Building Credits Handbook and Guide has been revised to reflect all changes that have taken place up to May, 1954, in FHA regulations. It explains ABC's plan for financing home improvements and shows how to make out the various forms involved. Allied Building Credits, Inc., P. O. Box 3426 Terminal Annex, Los Angeles 54, Calif.

14. Ventilating Fans. New specification sheets describe Murray line of fans, including 20- and 24-inch window fans and vertical and horizontal ventilating fans. Exclusive sales agent is the H. C. Biglin Company, Inc., 177 Harris St., N.W., Atlanta 3, Ga.

18. Home Planning. "Plan With Plywood for Better Living" is a two-color booklet describing fir plywood and covering its multiple usage in home planning. Structural, functional and decorative advantages are discussed. Douglas Fir Plywood Association, Tacoma 2, Washington.

26. Glass for Construction. Shows use of flat glass as windows, window walls, doors, partitions, transoms, clerestories, 24-pages. Characteristics of products. Specification helps. Libbey-Owens-Ford Glass Company, Nicholas Building, Toledo 3, Ohio.

28. Protective Paper. Two folders on uses of Sisalkraft protective papers are sent on request. One describes covering and protection uses. The other describes low-cost lining for attics, poultry houses, and other uses. The American Sisalkraft Co., Attleboro, Mass.

36. Builders Hardware. New items and improvements in the Adams-Rite line of locks and builders hard-

ware specialties are shown in catalog No. 49. The Adams-Rite Manufacturing Company, 540 W. Chevy Chase Drive, Glendale 4, Calif.

40. Ideal Millwork. Folders are available illustrating and describing IDEAL Brand Kitchen Cabinets, Wood Window Units, Sliding Doors, Frame-N-All Door Units, Fireplace Mantels, Garage Doors, Corner Cabinets, Linen Cabinets, Colonial Entrances, and other millwork products. Ideal Co., Box 889, Waco, Texas.

42. New Economy line of thresholds. These thresholds are available in watertrough, single lip, and saddle types. They are available in cartons, along with screws and hooks. Southern Metal Products Corporation, 921 Rayner, Memphis, Tenn.

48. Asphalt Shingles. A new four-color folder for consumer distribution shows the interlocking wind-proof feature of Ruberoid Dubl-Coverage Tite-On shingles. When held up to the light, this clever folder shows the double and triple coverage of the shingles. The Ruberoid Co., 500 Fifth Ave., N. Y. 18, N. Y.

60. Clay Pipe and Specialties. Attractive two-color booklet describes Oconee vitrified shale sewer pipe, fittings, drain tile, flue lining, brick, and structural specialties. Oconee Clay Products Co., Milledgeville, Ga.

66. Plastic-Finished Panels. A new 8-page, full-color catalog shows Marlite plastic-finished wall and ceiling panels and other Marsh products. It shows solid colors in various colors and scorings, plus the variety of wood and marble finishes. Marsh Wall Products, Inc., Dover, Ohio.

88. Asbestos-Cement Building Products. Shingles and Wallboard: Full-color illustrated folders on "Century" Asbestos-Cement Roofing and Siding Shingles; also illustrated folders with application information on "Century" APAC Sheets. Write Keasbey & Mattison Company, Ambler, Penn.

96. GPX Plywood. New consumer folder introduces trade character who epitomizes the toughness and smoothness of GPX plastic-faced plywood. Folder shows and describes construction, specifications, and four grades of this material. Thirteen popular uses are spotlighted in three colors. Georgia-Pacific Plywood Co., 270 Park Ave., N. Y. 22, N. Y.

100. Tension Screens. Four Color counter display sells the advantages of Keystone Aluminum Tension Screens, such as easier installation, lower cost, eye appeal and durability. Easy to follow installation sheets and consumer envelope stuffers and newspaper mat service are also available for distribution to retailers. Keystone Wire Cloth Co., Factory St., Hanover, Pa.

126. Asphalt Products. The Certainteed Products Corp., 120 East Lancaster Avenue, Ardmore, Pa., has issued a 32-page, 4-color catalog for its asphalt roofing and siding. It contains 90 pictures of Certain-teed's color blends and solid shades.

132. Completely Concealed Sash Balance. A two color folder which gives details of design, construction and operation of Hidalift Sash Balance for double hung windows. Numerous illustrations explain the six easy steps for installation and the many

(Continued on page 11)

SOUTHERN BUILDING SUPPLIES 806 Peachtree St., N. E. Dec Atlanta 5, Ga.	ember, 1954		numbers b mailed pr	elow. Bulle omptly.	tins and e	catalogs
Gentlemen:		12	14	18	26	28
Please send me the bulletins and catalogs indicated.		36	40	42	48	60
(Print Plainly)		66	88	96	100	126
NameTitle		132	144	150	160	162
Company		164	166	168	176	180
		184	188	190	192	194
Address	L	198	202	206	208	210
City & State		212	214	216	218	



And Watch Your Profits Soar!

TILE PATTERN STREAMLINED SOLIDTONE PRESDWOOD MOULDINGS Barclay Tile Wall Board . . . in 3 patterns and 11 enticing colors . . . makes friends wherever it is sold. Friends who come back again and again to keep your cash register ringing. ALUMINUM Easy to install, you can sell Barclay Panels to builders and to the "Do-It-Yourself" trade. Modern in appearance, its long-lasting surface is a "cinch" to keep clean. Priced right for steady sales and a good profit margin. Mastic Cement

> IF THE SHELVES IN YOUR "WAGON" ARE BARE, BETTER OR-DER A SUPPLY OF BARCLAY PANELS TODAY. CONTACT THE NEAREST SSIRCO WAREHOUSE FOR IMMEDIATE SERVICE.



Outhern States Iron Roofing Co.

Savannah, Ga. Atlanta, Ga.

Tampa, Fla. Miami, Fla. Jacksonville, Fla. Birmingham, Ala. New Orleans, La. Nashville, Tenn. Memphis, Tenn. Louisville, Ky. Columbia, S. C. Raleigh, N. C. Richmond, Va. exclusive features of this completely concealed sash balance. The Turner & Seymour Mfg. Co., Torrington, Conn.

144. "Porch Enclosures" — A new descriptive four page booklet showing the uses of Jalousies, features many photos of Jalousie installations that will spark ideas in the minds of home-owners who want to add more living space by enclosing their screened porches for year-round living. Before and after pictures vividly demonstrate the advantages of using Ludman Windo-Tite Jalousies for practical beauty plus year 'round comfort. Ludman Corp., Jalousie Div., P. O. Box 4541, Miami, Fla.

150. Ponderosa Pine. 72-page book describes properties, uses and grades. Shows actual pictures of representative pieces in each grade. Lists recommended grades for various uses and standard manufactured sizes. Western Pine Association, Yeon Building, Portland 4, Oregon.

160. Corrugated Asbestos Cement Products. A new 82-page manual contains numerous drawings and photographs to show proper application of Careystone corrugated asbestos-cement roofing and siding. It gives complete data and specifications, and describes the Carey estimating service for dealers. The Philip Carey Mfg. Co., Cincinnati 15, Ohio.

162. Solid Interior Hardwood Paneling . . An Illustrative Brochure showing characteristics and adaptability of beautiful tongue and groove hardwood paneling in Black Walnut, Wild Cherry, Butternut, Idaho White Pine, Wormy Mahogany, Sassafras, and Maple . . Chester B. Stem, Inc., Grant Line Rd., New Albany, Ind.

164. Building Materials Catalog — A new 12-page catalog with color illustrations of typical roofing and siding products is now available upon request. The catalog contains general information and detailed specifications on Flintkote asphalt shingles, asbestos-cement products, insulation products, insulating siding and built-up and roll roofing material. Write Flintkote Co., 30 Rockefeller Plaza, New York 20, New York

166. Redwood Information — Booklets and complete information on redwood lumber and products covering subjects such as natural finishing, painting, gluing, machining, siding, board and batten walls, screwing and nailing, termites, etc. The Pacific Lumber Company, 35 East Wacker Drive, Chicago 1, Ill.

168. Masonry Cement: New 16-page, illustrated booklet outlining the advantages of Lone Star Masonry Cement in simplifying the problem of obtaining uniformly high-quality mortar, as well as the economy of one rigidly standardized, ready-to-use cementing material instead of two, with no lime or portland cement to add, and no soaking or slaking. Provides timely information on soundness, low absorption, high water repellency and other factors contributing to durable, weather-resistant performance. Contains easily-read graphs showing effects of mix proportions on water retention, strength and absorption, effect of

mixing time on water retention, etc., along with convenient reference tables for estimating quantities. For copy, address Lone Star Cement Corp., 100 Park Ave., N. Y. 17, N. Y.

176. Bird Master-Bilt Thick-Butt Shingles. The traditional and pastel shades of the Bird Master-Bilt Thick-Butt shingle are exacting and colorfully pictured and described in a new circular. In addition, the circular explains the distinct advantages of the Master-Bilt's Thick-Butt construction, with its deep shadowlines, and extra protection. Bird and Son, Inc., East Walpole, Mass.

180. Folding Door. Folder illustrates Spacemaster Folding Doors by the manufacturers of Modernfold. Spacemaster folds within door opening . . . gives more usable space for placement of furniture. Washable, vinylfabric covered steel frame. Spacemaster comes as complete package unit—can be installed in 10 minutes' time. New Castle Products, Dept. 5R, New Castle, Indiana.

184. Orangeburg Pipe and Fittings. A complete line of catalogs and folders, for contractor and consumer distribution, illustrate and describe non-metallic Orangeburg Root-Proof Pipe, its uses and advantages for underground non-pressure applications. Also Orangeburg Perforated Pipe for septic tank disposal fields, foundation drains and field drainage. Orangeburg Mfg. Co., Inc., Orangeburg, N. Y.

190. Metal Building Specialties. 8 page catalog with illustrations and details of Timber Connectors, joist hangers, cross-bridging, area walls, basement posts, basement windows, fireplace equipment, mail and package receivers, clothes chute doors, and ventilators for roof, attic, and foundation. Cleveland Steel Specialty Co., Inc., 3765 East 91st St., Cleveland 5, Ohio.

192. Matching Beauty In Residential Locks and Concave Cabinet Hardware is offered by Western Lock Mfg. Co. The No. 500 Concave Series was especially created to meet today's demand for an architecturally correct styling in modern residential hardware. Matching locks, knobs, pulls, and backplates are available for every door, drawer, and cupboard in the house. Western Lock Mfg. Co., 211 North Madison Ave., Los Angeles 4, Calif.

194. Fiber Pipe. Perma-Line fiber pipe for irrigation, drainage, sewer pipe, filter beds, industrial and non-pressure uses is the subject of a consumer folder and a comprehensive booklet. Folder concisely shows advantages. Booklet lists parts, with specifications and uses, and describes manufacturing process. Line Material Co., 700 West Michigan St., Milwaukee 1, Wis.

198. Louver. Sliding Windows. Two new folders describe Metalart extruded aluminum glass louver windows, with the patented Curv-Tite glass holder, and Metalart extruded aluminum horizontal sliding windows. Installation details are sketched. Models are pictured with identifying model numbers for simple

ordering. Metal Arts Mfg. Co., Inc., P. O. Box 4144, Atlanta, Ga.

202. "Plexolite—A Story of Success and Unlimited Future" is a large 16-page brochure describing the story of Plexolite research engineering and the new continuous manufacturing process. The brochure also describes some of the uses of this versatile glass fiber reinforced panel. Besides its history, the Plexolite book also describes the company plans for the future. Write Plexolite Distributing Co., Inc., 4223 W. Jefferson Blvd., Los Angeles 16, Calif.

206. Plastic Tile. A descriptive folder gives step-by-step directions for applying Tri-Bond plastic wall tile, from cove base to decorative border. Descriptive sheets also are offered covering Tri-Bond plastic acoustical, ceiling, and serrated wall tile. Mastro Plastics Corp., 3040 Webster Avenue, New York 67, N. Y.

208. Atlas Plywood Flush Doors. New full-color four-page folder gives detailed information on Atlas Plywood Corporation's line of hardwood flush doors. Sizes, construction details, and light specifications are given. Handy 8½ x 11 size makes it a good item for file or salesmen's presentation book. Atlas Plywood Corp., 1432 Statler Bldg., Boston, Mass.

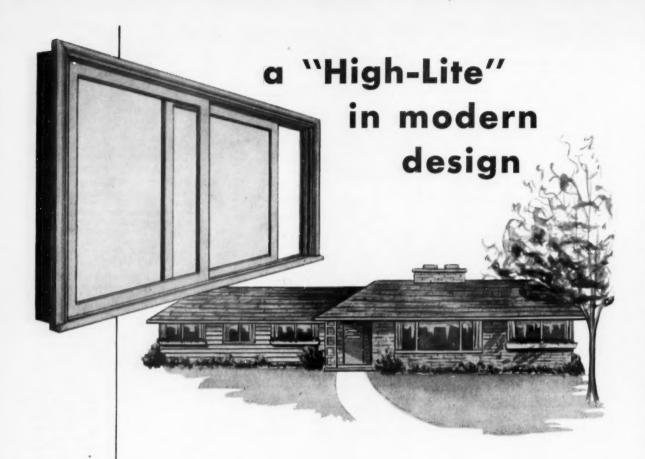
210. Drywall Trim. An attractive and informative brochure describing the wall board trim products manufactured by DRYWALL TRIM, INC. Brochure illustrates and describes this line of all-metal trim and its methods of application. Shows "EDGE GUARD" for door and window casings; "CORNER GUARD" for external wall board corners. Copy available by writing to Drywall Trim, Inc., 2408 North Farwell Ave., Milwaukee 11, Wis.

212. Steel Awning Windows. Consumer Folder shows all models of Disco Weather-Trol awning window units, with various combinations of operating and fixed lights. It also shows how they can be used with window air-conditioning units. Decatur Iron and Steel Co., Decatur, Ala.

214. Aluminum Window—All Types. Descriptive literature shows sales points, sizes, and installation details for Ware casements, intermediate awning, projected, Econ-O-Ware and Econ-O-Wall awning windows, and WareTite jalousies. Ware Laboratories, Inc., P. O. Box 37, Riverside Station, Miami, Fla.

216. Sliding Glass Doorwalls. A new four-page brochure describing the all-aluminum "Sky-Vue" door. Specifications and details included. Other folders on their wood-aluminum combination door, the "Horizon" plus architectural specs, consumer folders, installation photos. Horizon Door Company, 1426 Flower St., Glendale, California.

218. Interior Finishes. Applicators' Idea Book—24 pages of designs and application information equips contractor to make effective sales presentation to his prospects. The Celotex Corporation, 120 South La Salle Street, Chicago 3, III.



Here is the architecturally perfect window for the highly popular modern home design. Removable R. O. W. High-Lites excell in privacy, protection, ventilation, space saving and view. Like all R. O. W. removable windows these High-Lites in modern design satisfy the discriminating home owner who demands quality and good appearance.

R. O. W. dealers benefit from our complete line of modern window units. They save time, cost, and boost sales. Remember, R. O. W. windows sell at a fair price with no premium for the exclusive patented R. O. W. lift-out feature that makes them so easy to clean inside the room. Complete information and details of our merchandiser plan are available upon request.

R.O.W

-MANUFACTURED BY-

R·O·W DISTRIBUTORS

Kocky Mount, Virginia

TRADEMARK of PLYWOOD DEPENDABILITY

Oregon's rain forests. Modern mills and machinery—manned by veteran plywood workers.

EXPERIENCED MANUFACTURE. Associated is a pioneer in the plywood industry, with a third of a century of manufacturing experience.

EFFICIENT DISTRIBUTION by company warehouses and selected independent jobbers in major building areas.

MANAGEMENT INTEGRITY. Honest prices and fair dealing is a basic Associated policy.

products that have opened up new markets include Sea Swirl decorative fir plywood (Select and Knotty), Vertical Grain plywood, Texture One-Eleven, Birch-faced plywood, Knotty Pine-faced plywood, Philippine Mahogany-faced plywood. We welcome your inquiries.

Associated Plywood Mills, Inc.

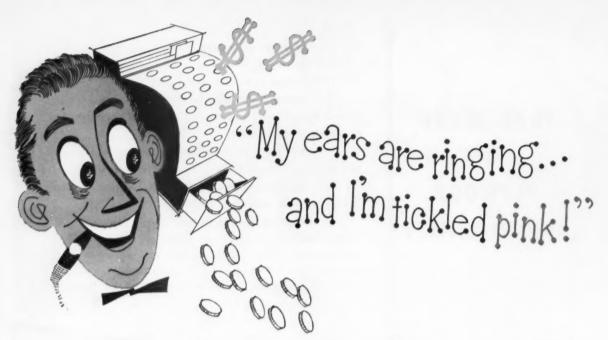
General Offices: Eugene, Oregon

Plywood plants at Eugene and Willamina

Lumber mill at Roseburg

BRANCH SALES WAREHOUSES: 4268 Utah St., 5t. Louis, Missouri; 4814 Bengal St., Dallas,
Texas: 4003 Coyle St., Houston, Texas: 1026 Jay St., Charlotte, North Carolina; Wake Forest Road,
Raleigh, North Carolina; Warley Road, Greenville, South Carolina; 925 Toland St., San Francisco,
California; Eugene, Oregon; Willamina, Oregon.

SALES OFFICES: 31 State St., Boston, Massachusetts; 595 E. Colorado St., Pasadena, California.



The "salesational" Carey line



"Take it from me, there are plenty of profit opportunities when you feature fast-moving Carey products! Today, color plays a big part in home building and remodeling. Folks want the newest, finest colors in roofing and siding. But that's not all! Quality and long life must be there, too! Carey products have both—and they're priced to meet competition, with plenty of room for a good profit in every sale!"

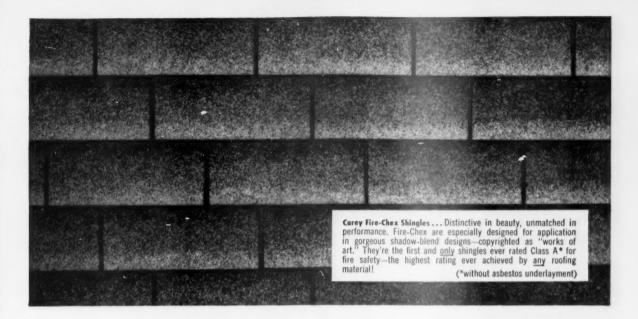
Better check the complete Carey line and see how you can line up profits! Powerful sales promotion and national advertising help make selling Carey products mighty easy. And remember—no matter what your needs, Carey offers you one-source service, with all its time-saving and money-saving advantages! You get prompt delivery. Call in your Carey representative—or use the handy coupon below.



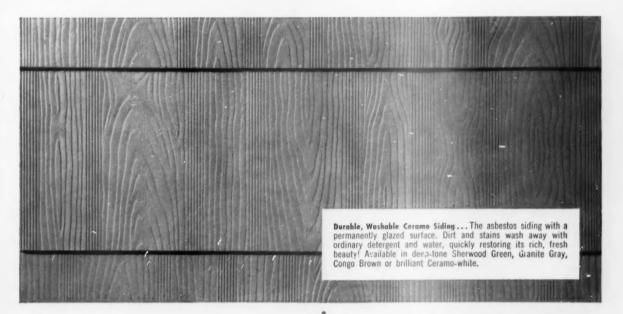
Double-Sealed Careystone Asbestos Siding... Water rolls right off Careystone, now double-sealed with tough plastics and Silicones to seal out the weather... protect the siding from fading and discoloration. Never needs painting or preservative treatment, Beautiful pastel shades in a striking variety of colors and a handsome striated texture win instant customer approval!



Carey Thick-Butt Asphalt Shingles... You can highly recommend Thick-Butts for low-cost re-roofing or new construction. They're extra-thick, extra-tough, built to provide extra weather and wind resistance. Three-shingles-in-one, they go on faster, save the builder time and application costs. Available in glowing, new Sno-Crest pastel blends.



is bringing in the Cash!



Use this handy coupon

Serving Home, Farm and Industry Since 1873



The Philip Carey Mfg. Company

Lockland, Cincinnati 15, Ohio

The Philip Carey Mfg. Company - Dept. SBS-12

211 East 11th Street

Houston, Texas

Please send us, without obligation, literature on the following:

Fire-Chex Shingles Careystone Siding

Thick-Butt Shingles Ceramo Siding

Have your representative call.

NAME_

COMPANY_

ADDRESS_

CITY_

ZONE___STATE_

ADAMS-RITE SLIDING DOOR

LOCK

This new Series
660 "Two-Bore" Lock now even better
than the original design is available
today for prompt delivery

Outstanding
in design—simplest to
install—and with life-time
perfermance even under extreme
misalignment... this is the amazing
story of Series 660.
Simple installation... fits standard
2½" and ½" bore. No mortising. Lock
accommodates any door misalignment.
Boit gives smooth snubbing latch action
and acts as edge pull. Thumb button
provides positive security. Solid brass
except stainless steel boit. Adjustable
for all doors 1½" to 1½" range.
Interchange of locking and
non-locking escutcheons
makes lock instantly
reversible on job.



WRITE FOR COMPLETE INFORMATION



SPECIALIZED LOCKS AND BUILDERS' HARDWARE

Over 900 Attend Southeast Show and Dealer Management Forums

"THIS IS a wonderful building material show."

"I've picked up some good ideas for my own yard."

"My wife has enjoyed it all, too, especially the exhibits."

"Of course, I'll be back next year —or send one of my associates to learn from this regional convention."

Such were the comments heard at the close of the second annual Southeastern dealer convention and building material show in Atlanta, Georgia, November 3, 4, and 5. A total of 959 persons were registered for this regional meeting, including 286 male dealer personnel from 199 firms in Florida, Georgia, Tennessee, and four other states.

Attendance at the three dealer management forums as well as at the

exhibits of 83 manufacturers and distributors of building products and services was high. At the opening luncheon session, Edward Chapman, assistant FHA commissioner in Washington, pinch-hit for Norman P. Mason, the FHA commissioner, in reporting on FHA rules and progress.

"In President Eisenhower's housing program, the people have a bargain and they know it," Chapman asserted. He explained how the temporary use of fee appraisers was worked out to help clear up the backlog of applications for FHA-insured loans. He said the one-half per cent increase in FHA personnel could not cope with the 50 per cent rise in loan requests in September.

(See DIXIE CONVENTION page 42)



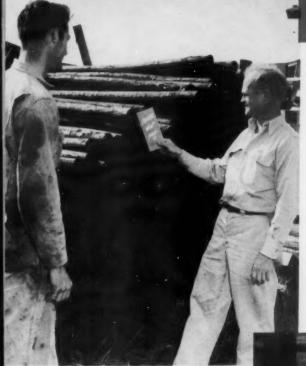
Successful dealers from throughout the South "let down their hair" in the dealer management forums at the Southeastern convention. They joyfully shared "trade secrets" with their counterparts from other states and material markets.

Participants in the How-to-Do-It forum are seen in the bottom picture. Easi-Bild's Don Brann was moderator. He chats from lectern with Adolph Voge Jr., of Memphis: Kay Mulvey, Los Angeles television and platform personality; and Lucien Renuart, of the Coral Gables merchandising clan.

Top picture shows five dealers who contributed to the closing forum on financing sales. Seated are Moderator Don Campbell, Lebanon, Ky.; Don Maffett, Atlanta; W. W. Henderson, Hopkinsville, Ky. Standing are Birmingham's Bedford Seale and Knoxville's W. S. (Red) Sexton.

Pressure-creosoted products are a consistent money-maker

for Jesse Newsom's Supply Store Sandersville, Ga.



JESSE NEWSOM hands one of his customers a copy of the folder "Fences That Pay." Part of his stock of pressure-creosoted posts can be seen in the rear.

MR. NEWSOM and another customer inspect a bunker silo made with pressure-creosoted posts and pressure-creosoted 2" by 6" tongue-and-groove siding.



There's profit for you in pressure-creosoted wood

Hardware dealers, lumber dealers and building supply houses all over the country are cashing in on the demand for pressure-creosoted wood products. If you'd like more information, send in the self-mailing card on this page. But first, turn the page to see the merchandising help available to you. HIGH turnover rate and a minimum of rehandling make pressure-creosoted products a highly profitable item for Jesse Newsom. They accounted for 96% of his lumber sales last year, and he gives them credit for building up sales of related items like fence, roofing, staples, nails and the like.

Mr. Newsom's supply store, located on a busy highway, is one of the largest hardware and farm supply businesses in Washington County, Ga. The store carries a complete line of pressure-creosoted posts, poles and timbers at all times. The average individual sale of these products is about \$75.

Promotion and advertising has played a big part in building sales of pressure-creosoted fence posts. Mr. Newsom himself writes a column for the weekly newspaper in Sandersville, filling it with comments on local people and events and often showing and describing installations of pressure-creosoted products.

Classified advertising keeps his customers informed on sizes and prices of pressure-creosoted products in stock. And copies of United States Steel's "Fences that Pay" go out with Mr. Newsom's statements several times a year.



MAIL THIS CARD TODAY-NO STAMP NEEDED

United States Steel Corporation Room 4576, 525 William Penn Place Pittsburgh 30, Pennsylvania

I'm interested in handling pressure-creosoted fence posts. Please send me more information and put me in touch with pressure-treaters who produce this product. And include a copy of your new guide, "Fences That Pay" and "Fence Planning Saves."

PRESSURE-CREOSOTED FENCE POSTS



· How can pressure-creosoted fence posts save you money? Because they last up to 7 times as long as untreated fence posts! This means fewer replacements as well as longer life from the fence itself. You'll save on labor, too, because these posts are easy to set and require little maintenance.

Pressure-creosoted posts are the manufactured products of modern wood treating plants. There's no guesswork involved. Just

the right amount of Creosote is forced deep into the wood to make it outlast untreated wood by as long as 40 years.

Thousands of farmers all over the country ave installed pressure-creosoted fence posts Why not let these posts give you years of trouble-free service?

We'll welcome the opportunity to give you prices and further information on pressure creosoted fence posts. Come in today

YOUR HEADQUARTERS FOR PRESSURE-CREOSOTED FENCE POSTS

DEALER SIGNATURE

UNITED States Steel, a producer of USS Creosote used by many independent wood treaters, is happy to help you promote the sale of pressure-creosoted fence posts.

New mats are now available for you to use in advertising pressure-creosoted fence posts in your community newspaper. They'll tell your customers that your place of business is headquarters for pressure-creosoted fence posts.

Wood treaters who use USS Creosote can supply you with these mats. If you are now selling pressure-creosoted fence posts, ask the treater from whom you buy posts for these mats. If you are planning to become a dealer, these mats will help you build quick business on this item.

United States Steel also promotes sales for you with advertising in leading state and regional farm papers. And free fence guides have been prepared for distribution to your customers.

Pressure-creosoted fence posts are a well-promoted item that can be profitable to you. If you'd like us to put you in touch with treaters in your area who can supply you with pressure-creosoted products . . .

MAIL THE COUPON BELOW

FIRST CLASS Permit No. 3117 (SEC. 34.9 P.L & R.) Pittsburgh, Pa.

posts, they

replacemen

fence itself

form line

ance of yq

Pressus the man modern We'll be

and fur

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in the United States

- POSTAGE WILL BE PAID BY -

UNITED STATES STEEL Room 4576, 525 William Penn Place Pittsburgh 30, Pennsylvania

NEWSPAPER **ADVERTISING**



WANT PRESSURE-CREOSOTI FENCE POSTS?

WE SELL THEM!

 When you buy pressure-creosoted fence posts, you are gett quality — manufactured products of modern wood treat plants. Just the right amount of Creosote is forced into the we to give it the longest possible life . . . which is up to 7 times t of ordinary wood posts.

Because these pressure-creosoted posts are longer-last they save you money on replacements, on labor, and on fe

Over the years these posts have proved to be more econom than any other wood post. Come see us for prices and furt information. We'll be happy to serve you.

YOUR HEADQUARTERS FOR PRESSURE-CREOSOT **FENCE POSTS**

DEALER SIGNATURE

MORE

for your money when it's a

Plywood

TEXCEN

flush door

Back of every TEXCEN door is a guarantee of satisfaction to those who specify, those who sell, and those who use flush doors.

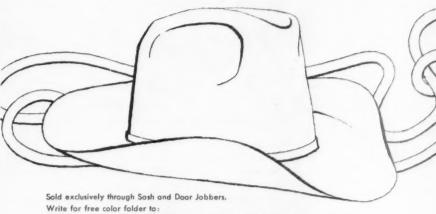
These doors are made right here in the Southwest — in Texas, by the nationally-known Atlas Plywood Corporation whose one-ownership control insures uniform quality clear through — from forest to finished product. You benefit from absolute standardization . . . top reliability . . minimum manufacturing and handling cost. Convenient plant location assures speedy deliveries. Frees you from carrying big inventories.

Plan now to get the door that brings you more. Made in Center, Texas, Atlas Plywood's TEXCEN doors give you beauty, trueness and service you can depend upon. They're easier to hang, easier to stain. Look for the blue-and-yellow TEXCEN label. Choice of birch, gum, and other popular woods.

Atlas Plywood

CORPORATION

FROM FOREST TO FINISHED PRODUCT



Otto Nachlas, 702A Melrose Building, Houston, Texas Southwest Sales Representatives

MORE MATS FOR Y

PRESSURE-CREOSOTED FENCE POSTS



NEWSPAPER **ADVERTISING**

 How can pressure-creosoted fence posts save you money? Because they last up to 7 times as long as untreated fence posts! This means fewer replacements as well as longer life from the fence itself. You'll save on labor, too, because these posts are easy to set and require little maintenance.

Pressure-creosoted posts are the manufactured products of modern wood treating plants. There's no guesswork involved. Just the right amount of Creosote is forced deep into the wood to make it outlast untreated wood by as long as 40 years.

Thousands of farmers all over the country have installed pressure-creosoted fence posts. Why not let these posts give you years of trouble-free service?

We'll welcome the opportunity to give you prices and further information on pressure-creosoted fence posts. Come in today!

YOUR HEADQUARTERS FOR PRESSURE-CREOSOTED FENCE POSTS

DEALER SIGNATURE

UNITED States Steel, a producer of USS Creosote used by many independent wood treaters, is happy to help you promote the sale of pressure-creosoted fence posts.

New mats are now available for you to use in advertising pressure-creosoted fence posts in your community newspaper. They'll tell your customers that your place of business is headquarters for pressure-creosoted fence posts.

Wood treaters who use USS Creosote can supply you with these mats. If you are now selling pressure-creosoted fence posts, ask the treater from whom you buy posts for these mats. If you are planning to become a dealer, these mats will help you build quick business on this item.

United States Steel also promotes sales for you with advertising in leading state and regional farm papers. And free fence guides have been prepared for distribution to your customers.

Pressure-creosoted fence posts are a well-promoted item that can be profitable to you. If you'd like us to put you in touch with treaters in your area who can supply you with pressure-creosoted products . . .

MAIL THE COUPON BELOW

For quality... economy... good looks See us last longerpressure cost less-save in • Because # 7 times as low posts, they

WANT PRESSURE-CREOSOT FENCE POSTS?

FIRST CLASS Permit No. 3117 (SEC. 34.9 P.L.&R.) Pittsburgh, Pa.

replacemen

fence itself

form line

ance of yq

Pressu the man modern We'll be

and fur

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in the United States

- POSTAGE WILL BE PAID BY -

UNITED STATES STEEL Room 4576, 525 William Penn Place Pittsburgh 30, Pennsylvania

When you buy pressure-creosoted fence posts, you are gett quality — manufactured products of modern wood treat plants. Just the right amount of Creosote is forced into the w to give it the longest possible life . . . which is up to 7 times to of ordinary wood posts.

WE SELL THEM!

Because these pressure-creosoted posts are longer-last they save you money on replacements, on labor, and on fe

Over the years these posts have proved to be more econ than any other wood post. Come see us for prices and furt information. We'll be happy to serve you.

YOUR HEADQUARTERS FOR PRESSURE-CREOSOT **FENCE POSTS**

DEALER SIGNATURE

MORE

for your moneywhen it's a

plywood

TEXCEN

flush door

Back of every TEXCEN door is a guarantee of satisfaction to those who specify, those who sell, and those who use flush

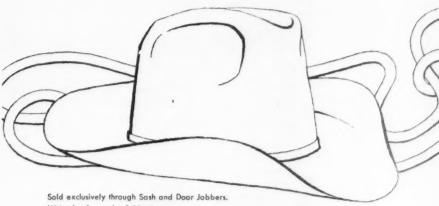
These doors are made right here in the Southwest - in Texas, by the nationally-known Atlas Plywood Corporation whose oneownership control insures uniform quality clear through from forest to finished product. You benefit from absolute standardization . . . top reliability . . . minimum manufacturing and handling cost. Convenient plant location assures speedy deliveries. Frees you from carrying big inventories.

Plan now to get the door that brings you more. Made in Center, Texas, Atlas Plywood's TEXCEN doors give you beauty, trueness and service you can depend upon. They're easier to hang, easier to stain. Look for the blue-and-yellow TEXCEN label. Choice of birch, gum, and other popular woods.

Atlas Plywood

FROM FOREST TO FINISHED PRODUCT





Write for free color folder to:

Otto Nachlas, 702A Melrose Building, Houston, Texas **Southwest Sales Representatives**





The small self-demonstrating model shown above is the key that unlocks two big screen markets for you. With this silent salesman prominently displayed in your salesroom you can sell both of them more easily, more profitably.

You sell frameless, full-length Columbia-matics with a minimum inventory . . . your distributor can supply fast delivery on all standard Columbia-matic sizes, and any special-order size. You stock only what you need . . . yet sell a complete line.



Columbia-matic Tension Screens are the revolutionary new screening idea. They fit *outside* the window, just like regular screens, yet they go up from *inside*. They are flexible, full length, all aluminum. Installing them for the first time takes only minutes—anyone can do it.

Please	s, Inc., Dept. SB-12, Syracuse 2, N. Y send me complete information umbia-matic Tension Screens.
Name	
Company	
Address	
et.	Zone State

Sell your homeowners!

These are the
Columbia-matic features
they go for:

Patented Automatic Tension—Patented spring-loaded bottom rail holds full-length screen drum-tight against window frames for complete insect protection.

Save time—Easy to put up and take down from inside. Anyone can do it in seconds.

Save work—No more struggling with clumsy rigid frames or ladders. Columbia-matics have top and bottom rails only. Roll up for compact storage.

Save money—Columbia-matics cost no more than ordinary screens. Rustproof aluminum needs no painting, maintenance.

2 Sell your builders!

Show them how Columbia-matics actually save them money over ordinary screens

Easily installed by unskilled labor in minutes from inside, no template.

No fitting—Columbia-matics arrive pre-cut to your specifications . . . perfect fit assured.

No callbacks—Columbia-matics can't swell, stick, warp . . . won't drip-stain house siding.

Get the twin market
Columbia-matic profit story now!

There's one way to be sure of what you're getting when you buy plywood sheathing...

LOOK FOR THIS DFPA* TRADEMARK!

Be safe—be sure! Insist on genuine DFPA trademarked sheathing, engineered to meet exacting structural requirements.

When you buy grademarked, trademarked PLYSCORD, you're getting strong, durable Douglas Fir plywood sheathing that's quality-tested by DFPA* to protect the buyer.

*DFPA: Douglas Fir Plywood Association is a non-profit industry organization devoted to product research promotion, and quality maintenance.

NEW: A handy slide rule giving thickness and nailing recommendations for Plyscord sheathing on various stud, joist and rafter spacings. Free. Write (U.S.A. only) DFPA, Tacoma 2, Washington. GENUINE DOUBLAS FIR PLYWOOD

PLYSCORD

SHEATHING



YOU'RE MISSING SOMETHING...

5 Great Windows in the PER-FIT Line



PER-FIT double-hung aluminum windows. Custom quality at mass production prices.



BEST-VENT. The unusually appealing new type double-hung, priced to attract any builder.



PER-FIT SLIDER. The amazing new aluminum horizontal sliding window with 21 outstanding quality features.



#500 PER-FIT SLIDER with all 21 outstanding features plus a money-saving fin and interior trim that permits on-the-job adjustment to any through-wall thickness.



GLASS BLOCK WINDOW

—a sturdy new project-in
aluminum window engineered for glass block
walls.

and we can PROVE it!

The PER-FIT Line is the fastest growing line of aluminum windows on the market today! Dealers all over the country are discovering new and bigger profit opportunities with this complete line of quality aluminum windows—and for good reasons.

Prices — prices that put you in line with the toughest competition in town.

Features — more exclusive features that are wanted by both home owners and builders . . . features that give you more to offer . . . that will help you close more sales *easier*.

Factory Support—prompt deliveries to help you hold down inventory and speed turnover . . . dealer merchandising plans spearheaded by national advertising plus local direct mail . . . display stands . . . product literature . . . technical literature, and more!

But why not see for yourself? Write today for complete information on the new PER-FIT line for 1954.



PER-FIT PRODUCTS CORPORATION

1267 EAST 52ND STREET . INDIANAPOLIS S, INDIANA



"Century" Apac used as the ceilling in truck platform and custom office inspection enclosure and toll entrance at the Blue Water International Bridge, Port Huron, Michigan, General contractor: Collins & Catlin, Inc. Designing Engineers: Modjeski & Masters.

Weather Resistance and Low Maintenance with "CENTURY" Asbestos-Cement Sheets



"Century" Apac as used on the ceilings in the above structures met the need for speedy installation and without the necessity for a protective finish. The natural gray color blended well with the concrete construction. The very nature of these buildings will subject the ceilings of Apac to wide changes in temperature and humidity. The surfaces can be easily cleaned, even hosed down if desired.

Added to all the above advantages is the fact that "Century" Apac sheets cannot burn. They are made of asbestos fiber and portland cement—two practically

indestructible fireproof materials. They will not corrode and they successfully resist the attacks of rats and destructive insects.

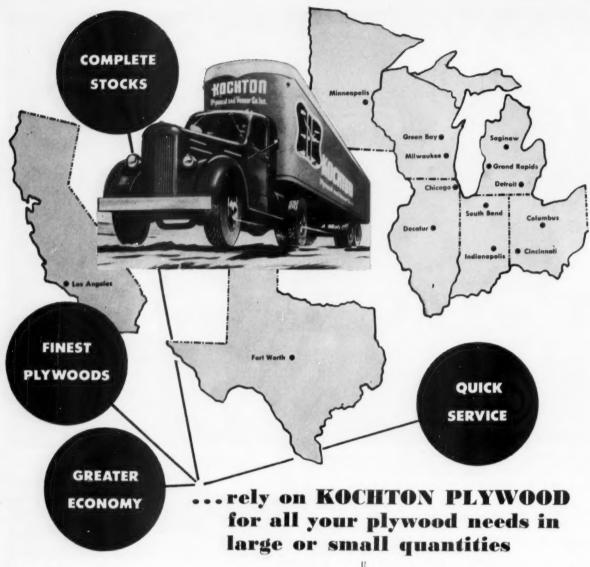
"Century" Flat Asbestos-Cement Sheets are offered in three types:—Apac, an all-purpose moderately priced sheet: Linabestos, for more rigorous, exacting conditions and Sheetflextos in 1/8" thickness where flexibility is of prime importance.

Ask your K&M distributor for more information about "Century" Flat Asbestos-Cement Sheets. Or write directly to us.

KEASBEY & MATTISON COMPANY . AMBLER . PENNSYLVANIA







We can ship immediately from any one of our 14 conveniently located KOCHTON warehouses. Also, our huge purchasing power enables us to buy at the lowest market price; in turn we pass these savings on to you in lower prices. We can supply what you need, when you need it and still save you money. Remember that KOCHTON products are "as near as your telephone"!

Complete Stocks of HARDWOOD PLYWOODS; FIR PLY-WOODS: ALL SPECIES OF DOORS IN HOLLOW AND SOLID CORE; CUPBOARD DOORSTOCK; HARDBOARDS, TEMPERED AND UNTEMPERED: PERFORATED HARD-BOARDS; NEVAMAR PLASTIC LAMINATES; REGLUING STOCK; PLY-VENEER; HOMASOTE PRODUCTS.

write immediately to be included on our mailing list.

Specializing in direct mill shipments by L.C.L. or C.L. PLYWOOD AND VENEER CO., INC.

WAREHOUSES

- Indianapolis, Indiana Melrose 6-3485
 - Minneapolis, Minnesota •
- Granville 2444 Milwaukee, Wisconsin Orchard 2-6730
- Detroit, Michigan Tyler 8-2000 Decatur, Illinois Phone 3-9741
- Cincinnati, Ohio
- Capital 1259

- Fort Worth, Texas Vinewood 2878 South Bend, Indiana Phone 7-7715
- Los Angeles, California Raymond 3-3651
- Columbus, Ohio Klondike 3507
- Saginaw, Michigan Phone 3-5493
- Grand Rapids, Michigan
- Glendale 6-5466 Green Bay, Wisconsin Hemlock 2-4879

GENERAL OFFICES & WAREHOUSE

Phone Taylor 9-0800, 509 W. Roosevelt Road, Chicago 7, Illinois



"THE YULETIDE TREE," the Christmas greeting by President J. M. White to Long-Bell employees last year, was one of the most inspiring we've ever read. It said, in part:

"In my Christmas message this year I would like to use the Christmas tree as a symbol of the American way of life.

"Its trunk is the firm foundation on which our democracy stands; its branches the freedoms which our forefathers wrote into the Constitution; and its needs the individuals to whom is entrusted the preservation of our way of life.

"To protect our heritage we must guard against those evil forces that would strip this tree of its needles and branches, and banish the holiday season. Free men must pray that their inalienable rights may be preserved and that Almighty God will continue to bestow His blessings upon our nation."

GOOD AND GETTING BETTER. Except in a few markets suffering from either the "itis" of one industry or one crop that's in bad shape, the light construction market for building materials continues good—or is getting better. A sure sign that it's a fairly stable building boom is the differences in opinion that exist as to the state of affairs.

For example, the November issue of *House and Home* magazine was developed around these key thoughts:

"Changing FHA policy boosts the quality house and quality products."

"Are you building for yesterday's market? Or are you getting ready for the coming boom in quality houses?"

About the same time, Albert M. Cole, administrator of the Housing and Home Finance Agency, took as his text for a candid talk with members of the Prefabricated Home Manufacturers Institute: "the largest new market for the expansion of private housing lies downward in the price scale and in the field of minority housing."

Government and industry prognosticators alike see 1955 as second best, if not the best, year of homebuilding activity yet. For these three reasons: (1) personal savings are unusually high; (2) mortgage terms under the Housing Act of 1954 are exceptionally easy and liberal; (3) middle-class families are growing larger, so must have more space (house) to live in. Meanwhile, the market for home modernization grows for similar reasons!

IN OUR BOOK. COMPROMISE in life is just as inevitable as paying taxes. Defeatism and death are the only alternatives. It looks like the recent violence that has cropped out in Mobile, Alabama, in connection with a lumber mill strike is due to unwillingness on the part of labor and management to exercise reasonable compromise in resolving their differences.

Labor can't dictate in modern America to management for long—nor vice-versa. When rifles are fired into strike-bound plants, workers are shot, office buildings are dynamited, it's time for both parties to make every effort to resolve their differences through conciliatory compromise.

ELIZABETH GORDON, editor of House Beautiful magazine, said quite a mouthful to members of the National Lumber Manufacturers Assn. at their annual meeting in Washington recently. She challenged the Stanford Research Institute's prediction that the average house size will remain at about 1,000 square feet from now through 1975.

"Abundant—not minimum—living is the American philosophy that should be the touchstone to all your policy planning about the future," she declared. She explained that wood is the key factor in emerging American architecture that has exploded the "box concept of house design."

Miss Gordon made the manufacturers take notes when she urged them to work on these "six points where you are weak":

"1. Restyling of mouldings, joint systems, and window and door frames.

"2. Achieving big window openings without heavy wood mullions and muntins or steel-supporting members.

"3. Developing better details for interior storage walls.

"4. Showing people how to use wood for secondary buildings, such as sun shades for west walls, wind breaks, fences, and garden houses.

"5. Developing structural lumber of sufficiently good finish to give good appearance when exposed.

"6. Encouraging fresh uses of wood materials, rather than remaining tradition-bound."

Not only the manufacturers, but the lumber dealers and architects should heed Miss Gordon's words. They mean more each time an interested and responsible person reads them!

-DONALD L. MOORE.

There's More to Mortar THAN MEETS THE EYE!

Ask the Masons on Beautiful New Valhalla, N. Y. High School





• School construction continues at record volume. Buildings that house our country's future deserve the best that building know-how can provide—attractive design, sturdy construction, utmost fire-safety.

Well expressing these qualities is handsome new Valhalla, N. Y. High School. Frame is reinforced concrete...interior walls are lightweight concrete block... exterior walls of brick and glass... every unit laid up with Lone Star Masonry Cement mortar.

You can see the quality of this mortar in the full, smooth, well-struck joints. But there's more to mortar than meets the eye. For here is a rigidly-standardized, quality-controlled cementing material that assures more uniform mixes, with appreciable savings...

Mortar that works faster and easier...sticks to brick or block, saving labor... easier to tool...makes a neater job...

Assures utmost durability and weather-resistance, due to low absorption and high water repellency . . . sound mortar, no delayed expansion . . .

Mortar that builds good-will for the Designer, the Mason and the Building Material Dealer.





Owner: UNION FREE SCHOOL DISTRICT #5 NORTH WHITE PLAINS, N. Y.

Architect:
ROBERT A. GREEN, Tarrytown, N.Y.

General Contractor:
DORIA CONSTRUCTION CO., INC.
Valhalla, N. Y.

'Incor' Waylite Block:
CASTLE BLOCKS, INC., Tarrytown, N. Y.
Lone Star Masonry Cement from:
(NTERSTATE BUILDING MATERIALS CORP.
White Flains, N. Y.





Offices: ABILENE, TEX. • ALBANY, N.Y. • BETHLEHEM, PA.
BIRMINGHAM • BOSTON • CHICAGO • DALLAS • HOUSTON
INDIANAPOLIS • KANSAS CITY, MO. • NEW ORLEANS • NEW YORK
NORFOLK • RICHMOND • WASHINGTON, D. C.

LONE STAR CEMENT, WITH ITS SUBSIDIARIES, IS ONE OF THE WORLD'S LARGEST CEMENT PRODUCERS: 18 MODERN MILLS, 136,000,000 SACKS ANNUAL CAPACITY





Reason for growth?

Recognition and Rewards for ALL Employees!

By BARON CREAGER

* Bcb Fraley, above, was accosted on the street one day in Ardmore, Oklahoma, by a banker with whom he does no business, but with whom he is well acquainted.

"Tell me why it is," the banker invited, "that all your employees are so alert and so interested in your business."

That banker's curiosity exemplifies the good-will being generated within and outside the organization by the personnel relations policy of the Bob Fraley Lumber Company in Ardmore, and its affiliate, the Fraley Lumber Company, in Marietta, Oklahoma.

"It isn't a complicated policy," Fraley explained, "for to me, good personnel relations is an employer taking a personal interest in the the entire group of employees and seeing that they have group life and hospitalization insurance, things like that.

Before the 1953 Christmas party, Fraley Lumber Company employees posed for the group picture at right. The men and women work in and from Fraley yards in Ardmore and Marietta, Okla. The new Fraley store in Ardmore, top photo, was dedicated last April at another employee party. Box supper and a bingo game were

enjoyed in the store by the employees. "We want our people to feel that they are working WITH us, instead of FOR us. In our organization we have gotten away from the old idea that the only important thing to an employee is the amount of pay he or she receives. We have never made any outlandish promises in the matter of pay or bonuses but, probably because we do take an interest in employees, we get good people."

How, then does the Fraley firm produce that acute interest by employees in the business, which aroused the curiosity of the banker?

Why, through continuous interest in employee welfare, including at least two full-staff social functions each year, Fraley explains. It all adds up to a personnel relations program that costs no (See REASON FOR GROWTH page 66)







During a slack period when he has nothing else to do, a yardman at Griffith and Perry. Silver Spring, Maryland, cuts surveyor's stakes. These go so rapidly that sometimes contractors even call to find out when more will be available. The convenience of a "scrap pile" has made many friends for the company.

Turn losses to profits with Lumber Scraps

★ What to do with "short lengths"?

That's a problem for lumber dealers throughout the country. But it is licked by many—and these ideas from dealers who make short lengths pay may point the way for others.

Short ends and crooked pieces were once only scrap lumber and a total waste at Griffith and Perry, a building supply firm in Silver Spring, Maryland.

Now, scrap lumber brings in at least \$1,000 a year.

Yardmen prepare these short lengths and crooked pieces in their spare time. The lumber piles are kept in a space occupying 30 square feet, near the entrance. So without adding to the company's overhead in the slightest way, the piles bring in a monthly income. They consistently are depleted each month by contractors and homeowners, who appreciate this source

of short pieces at a slightly lower cost.

Some of the pieces are made into surveyors' stakes. The yardmen pile these up neatly when they have nothing else to do.

No publicity has been given the Griffith and Perry scrap pile, but word has spread of its existence so that some contractors and homeowners come regularly to look over the pile for usable pieces. Sometimes contractors even telephone to learn when surveyors' stakes are available.

Home-owners mostly use the pieces to repair steps, build shelves and shelf supports, and make other minor repairs around the house.

(See SELLING SCRAP page 66)

You "pay your money and take your choice" at the lumber department of the Central Hardware Company, St. Louis, Missouri. The padlocked metal box seen in photo at left provides an honor system for payment. Damaged screens, sash, moulding scraps are offered as "Self Service Bargains" close by, in view of callers. Sign tells customers to "make your selections. Deposit money in container."





NEW STORE displays what they want

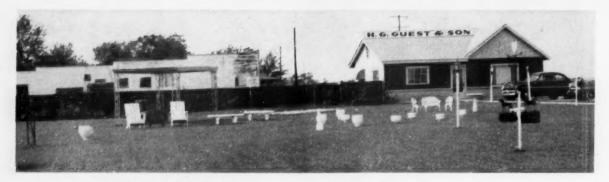
★ Because it displays what they want in the way of building materials and supplies, when residents of the Florida capital city need any they usually wend their way to the new store of the Leon Builders Supply Company, Inc., at 805 West Gaines Street in Tallahassee.

In designing this 33-by-70-foot store-office building, Owner-Manager Hugh E. Williams Jr. made use of modern materials and construction methods. And he planned it to display a choice of materials and supplies for both home maintenance and homebuilding. The result is that, for its size, it is considered one of the most effective building material stores in the Southeast.

Back in May, 1946, when Major Hugh Williams came out of the U. S. Air Forces, he chose to become a building material merchant. Shortages of materials and building regulations forced him to be content to serve the public from a tiny wooden office structure and storage sheds for several years. But he built up a profitable following of customers among contractors, industrial firms, and home-(See functional displays page 68)

The 70-foot-wide store of the Leon Builders Supply Company in Tallahassee shows roman brick, fixed and jalousie windows, and cypress paneling in modern construction, above. The open front reveals seasonal merchandise on portable displays, which appear from inside as seen below. Nearly every visitor is bound to find some needed materials or supplies on display.







Anyone traveling Highway 61 north from Clarksdale. Mississippi, knows at a glance that H. G. Guest and Son carries a full line of ornamental iron products. The outdoor display in two top photos gets attention. But most of the firm's prospects come as a result of seeing such beautiful installations as the carport at right. The company puts ironwork on nearly all inventory homes it builds and shows how it could look on houses drawn up for customers in the firm's drafting department. Guest foresees a big market for fancy iron garden gates when some manufacturer makes one to sell reasonably.

ORNAMENTAL IRON

"practically sells itself"

By RICHARD LANE

 \star Most home-owners want—and can afford to buy—some ornamental iron.

H. G. Guest Jr. of Clarksdale, Mississippi, a lumber dealer and building contractor, has found ironwork profitable and easy to sell.

The H. G. Guest and Son building supply firm's ornamental iron volume runs into thousands of dollars each year and is growing steadily.

But while ironwork "practically sells itself," Guest does take full advantage of promotional media for his product. He displays it openly, advertises it boldly, and suggests it while planning new homes or modernizing old ones. He also finds it helps sell other products the company stocks.

In explaining his liking for this product, Guest says:

"Price isn't nearly as big a factor as some skeptics apparently believe. Customers aren't nearly as purse-conscious on ironwork as they are on kitchen cabinets, for example. Quote a price on a custom-made kitchen cabinet or similar (See ORNAMENTAL IRON page 69)



Lumber Dealer's "Brain Child"

PEPS UP ADVERTISING, STEPS UP JOB SALES



* Among the dealers who get a big kick and a nice income out of the building supply business is R. A. (Bob) Parker. He operates in Ponca City, Oklahoma, where he has lively competition from "House Doctor" Al Carr and others.

He makes money out of retailing building materials because he truly offers a "complete building service" to home-owners and builders which he has effectively personified with his own brain-child. It is the "Building Tailor," the registered trade-mark shown on this page.

Bob Parker got the practical, profitable ideas for his successful business from two fruitful sources—association conventions and trade magazines. How he and Mrs. Parker cash in on convention attendance was explained in the October issue of Southern Building Supplies.

Among the obligations of lumber dealers in being licensed to use the "Building Tailor" trade-mark and advertising services, No. 1 reads: "The dealer must be an authority on building materials." It refers to a footnote which says:

"Although it is not a required part of our agreement, every 'Building Tailor' merchant should be a regular subscriber to several of the Better Trade Journals. He should study the practices of other dealers through the nation. There is no better source of information and advice than the trade journals."

But we're getting ahead of our story. Just what is this "Building Tailor" service offered by Parker and available for other dealers across the nation to offer? The announcement ad, in about half-page newspaper size, sets forth the details this simply:

"Our 'Building Tailor' Service is designed to help all those who have a building project. We believe that a building should be designed to fit, in other words your Home and your Building should be 'Tailor Made' to suit your needs. The 'Building Tailor' is qualified to give you help and advice, for he has been schooled in the art of building and has had many years of experience as a practical builder. He can give you skilled advice in the selection and application of building materials. No structure is properly built unless it is both useful and pleasing to the eye. Your home should be convenient as well as beautiful. Your business buildings should be convenient to those who use them and offer pleasant surroundings. This applies to farm structures as well as other business buildings.

"Your 'Building Tailor' can help you achieve beauty and usability in any building project.

"A. IF YOU PLAN TO HIRE YOUR WORK DONE—

"1. You will need a plan. . . . On a larger project an architect is a good investment. Your 'Building Tailor' can assist you in the selection of a well-qualified architect. He can work with your architect

Oklahoma's Bob Parker created the affable character seen above and below to personalize the expert services of his complete building service in Ponca City. These registered trade-marks and advertising aids are now offered select dealers in other markets by Parker on a licensed basis for a nominal fee. Free estimates, easy terms, custom planning are all profitably stressed.



in selecting the materials that are best suited to your needs and to your budget.

"2. On a smaller job your 'Building Tailor' can assist you in the selection of a plan from our plan service that will give convenience.

"3. Regardless of the size of your building project, you will want to know that the contractor you select is not only qualified as to ability, but that he is a man on whom you can depend to look to your interest. Your 'Building Tailor' will recommend to you only the contractor who is interested in maintaining his good name and reputation for fair dealing.

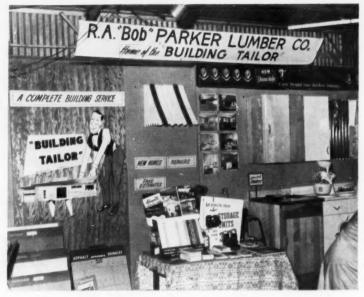
"B. IF YOU PLAN TO DO YOUR OWN WORK—

"1. A plan is equally important. Your 'Building Tailor' plan service gives you unusually complete details as to design and details of the structure itself (i.e.) Complete framing details for a new home.

"2. In any building project the selection and application of materials is of the utmost importance to the owner for two reasons . . . First, the materials must give utility and beauty. Second, the material must fit into the budget of the person paying the bills.

"CALL YOUR 'BUILDING TAILOR' NOW . . . for advice and help on any building project you may have in mind. Your 'Building Tailor' (See BUILDING TAILOR page 70)

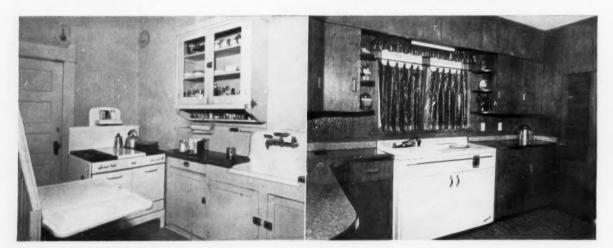
The magic the "Building Tailor" wrought in the Lewis kitchen in Ponca City is evident below. At left: a portion of the 1920 model kitchen. At right: the 1954 model kitchen, with plenty of plywoodbuilt storage cabinets and walls, combination dishwasher-garbage disposer, plastic work surfaces, ventilating fan.



The Parker Lumber Company stressed the fact in their exhibit at the recent Ponca City home show that this firm is the "Home of the BUILDING TAILOR." Photos of well designed building and improvement jobs on the walls, new materials, free literature won attention.



This compact house was planned and built by the Parker Lumber Company. Locked-tab asphalt roof, with metal drip edges, is profitably sold for both replacement and new jobs. Combination kitchen-utility room in house is seen in Parker newspaper ad on previous page.



MATERIAL WHOLESALERS MEET Hurricane EMERGENCY

RECENT HURRICANE damage caused many retail lumber dealers to thank their lucky stars for wholesalers' full warehouses of materials.

Members of the National Building Material Distributors Association, who account for about 40 per cent of the distributors in the damaged area, reported that over 12,000,000 square feet of insulation board, asbestos board, hardboard, and plywood were made available immediately. Their warehouses also supplied 175 carloads of roofing materials, 15,000 kegs of nails, and 42,000 rolls of building paper to retailers to hasten repair of damaged homes.

Many homes were saved that would have been ruined if new roofs or other destroyed sections had not been replaced immediately.

ly.
"We feel that we have done a real job in this instance," said B. A. Pollok Jr., vice-president and general manager of the Construction Supply Corporation in

Norfolk, Virginia. "We know that we have been a party to the salvaging of many homes and many thousands of dollars of other property through having the roofing materials available and getting quick shipment on the balance from our plants."

After hurricane "Hazel" hit his area, Pollok delivered 5,000 squares of roofing within a 10-day period. His normal stock ranges up to 500 squares.

N. H. Bundy, secretary-treasurer of the Dalton Bundy Lumber Company in Norfolk, reported that within an hour after hurricanes Carol and Hazel began to subside, his firm's telephone started to ring with orders from local retailers.

After Hazel struck within about 100 miles of their Charleston, South Carolina firm, R. D. Rike and his partner in the Southern Lumber and Millwork Company toured the dealerships served by their firm in the stricken area. Dealers reported that practically all materials they sold during the

month after the disaster went for repairs.

Another indication of the service of wholesalers at this time was the jump in sales volume reported by distributors serving the Southeastern damaged area. Orders from retailers for September and October in most cases increased from five to 20 per cent over the volume for those months last year.



Christmas Showcase in Lafayette

Either way you approach the new store of Krause and Managan, Inc., on the edge of Lafayette, La., it flags your attention. Especially during December when it is gaily decorated with Christmas trimmings, as it was when these pictures were taken.

The pylonistic cypress canopy over the entrance doors. The show-casey windows. The landscaped shrubbery. The shrub-secluded floodlights. The dignified signs. The neat rows of precast steps outside. The modern, "come-see" displays inside. All these features make K & M's new Lafayette store a show place.

The sign on the side of the building reads: "LUMBER. Approved Roofers for Barrett & Johns-Manville. Headquarters for All Building Materails. Krause & Managan, Inc."

Manager of this K & M branch is Laurent Larriviere. It is one of seven operated by the firm in central Louisiana. Headquarters are in Lake Charles, with Gilbert Derouen as secretary-general manager. The other yards are at Crowley, DeRidder, Jennings, Lake Charles, New Iberia, and Sulphur.





Including Wood Paneling and Mixed Cars

A. D. SELLS DEALERS FULL LINE

★ Just as the builder or homeowner looks to the modern lumber dealer to supply his every need in the building-material line, the small dealer looks to the modern building-material wholesaler to supply the needs that satisfy his retail customers! Slow turnover of many items, limited capital and storage space, and shrinking profit margins — all these make it more than ever desirable for a dealer to obtain quickly from the wholesaler the maximum number of materials.

To help provide a full line of the materials that Georgia lumber dealers normally would buy from a jobber, Associated Distributors, Inc., this year have enlarged their staff to five salesmen and have added several new material lines

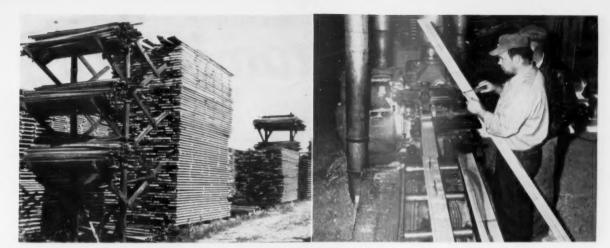
and dealer services.

Outstanding among these are the Westcraft line of solid wood paneling and "mixed cars" of West Coast lumber products. A. D. salesmen, management, and suppliers spotlighted these two popular dealer services at the recent Southeastern dealer convention and building material show. AD's was the (See DEALER FULL LINE page 74)



The Westcraft array of solid wood paneling and sample box made a hit at the S. E. dealer convention. At top, left, Salesman Dale Hampton explains deal. Among dealers who find paneling profitable is the James L. Bracewell Company, Toccoa. Below, Henry Dawson compares panel effects in store for homemaker. At left, wormy chestnut goes up in new \$16,000 Toccoa home. Above, Howard Ashworth checks lumber items in Westco mixed-car display.







Part of West company's 1,000,000-foot inventory of hardwood stock is seen at top, left, air-drying. Original racks between stacks protect sticks, keep them handy. Above, this Yates moulder and a planer are both used to finish kiln-dried stock with Pickwick and Colonial pattern. Constant rule-check assures quality sizing. Paneling then hits sorting chain. From it workers separate the paneling temporarily into bins, as to species and patterns.

Next, paneling is separated for Architectural and Character-Marked grades on grading chain, seen above. Paneling flows from grading bins to the wrapping table, at right. Here it is packaged in heavy kraft paper—some 48 feet to the bundle—and the distinctive Westcraft label is applied to each end of package to show species, grade, pattern, and exact footage. This Atlanta paneling producer also runs and keeps complete stock of standard mouldings to match species. Mouldings are kept safe, dry in bins seen below. At right, below, West Forester L. C. Hart Jr. checks off representative order of the 59 Westcraft varieties.





washington NEWS

ACTION Means Action

Abbreviated, the American Council to Improve Our Neighborhoods becomes ACTION. It is a nation-wide, non-profit, non-political organization that is dedicated to improving living conditions by removing slums and rehabilitating existing housing and neighborhoods. Composed of leaders of a wide cross-section of American life—including Kentucky's Don A. Campbell as representative of the lumber dealers—the group met here on November 15 to develop plans for a major campaign to be launched next spring.

ACTION's program provides for fact-finding and research, public information and education, and making available to communities requesting assistance, the services of many types of specialists. President Eisenhower spoke at a luncheon session and applauded the aims of this

non-political council.

Albert M. Cole, administrator of the Housing and Home Finance Agency, welcomed "ACTION as a significant new resource and a new ally in this common cause" of solving the nation-wide problems of housing, slums, and blight.

Cole cited three types of responsibility "if the total housing program is to succeed and our new Federal aids are to be made really produc-

tive.

"First, communities and citizens must understand what is at stake—why their time and concerted efforts are necessary.

"Second, communities will need

guidance and assistance from all of us to do a full-scale job that will achieve permanent results.

"Third, communities must see that improvement and preservation of our cities and neighborhoods is carried out as an effective and key part of the broader task, in which all resources are engaged—the task of building as well as rebuilding, of planning for the future as well as re-planning the past."

More Data Needed

In a conference attended by 34 representatives of building material manufacturers, construction companies, and trade associations, the Business and Defense Services Administration of the U. S. Department of Commerce on November 16 here reported progress in developing more reliable statistics for the construction industries

Among those present were E. H. Libbey, secretary of the National Retail Lumber Dealers Assn., Masonite's John M. Coates, Certainteed's A. R. Craven, Detroit Steel's William Gillett, Producer Council's John L. Haynes, New York Wire Cloth's Stuart M. Jones, American Hardware's E. J. Parker, Flintkote's P. C. Rowe, U. S. Gypsum's Frank Sadler, and Reynolds Metals' A. H. Williams.

Walt Schneider, construction statistics chief, said that the department, denied a million-dollar appropriation this year, plans to seek Congressional budgeting of that amount for greatly-needed building data. Data to be obtained for use by industry and government would include improvement of new construction statistics; collection of "fix up" and home modernization statistics; tabulation of residential vacancies on a semi-annual basis; a materialsuse survey, and complete revision of the building material production index.

Homes for Servicemen

New FHA regulations permit a qualified serviceman to obtain an insured home mortgage on a home valued at up to \$18,000, with a down-payment as little as 5%. The mortgage insurance premium of ½% is paid by the branch of service to which application is attached.

As provided in the Housing Act of 1954, section 222, the serviceman must have been on active duty for at least two years and must, in the judgment of the military, require

housing.

Administrative rules and regulations controlling the "rehabilitation and neighborhood conservation housing insurance" under the housing act

are now in effect.

Section 220 provides for insuring privately-made mortgage loans for rehabilitation or new construction in neighborhoods approved by HHFA as "urban renewal areas."

Section 221 provides for mortgage loan insurance for low-cost private housing for rent and for sale for families displaced as a result of a renewal program or other government action.

New FHA Management

Henry M. Day, 50-year-old former director of FHA operations in Utah, is the new FHA assistant commissioner for operations. He will coordinate contact of central divisions with the 75 FHA field offices.

FHA Commissioner Norman P. Mason also announced appointment of Charles S. Mattoon, 55, as FHA's first director of examination and audit. Mattoon served for over 20 years as director of industrial relations for the Curtiss-Wright airplane division in Buffalo.

With \$200,000 provided by Resources for the Future, Inc., the National Planning Assn. will begin an intensive study soon of the economic problems and policy issues raised by the rapid increase in technological knowledge of atomic energy and its potential contributions to industrial and agricultural development in the U. S. and abroad.





supply & demand



Up 7 Per Cent from '54

New construction activity in 1955 is expected to reach a new high total of \$39.5 billion by the U.S. Department of Commerce, which anticipates this year's total to exceed \$37 billion. The 1955 estimate would be 7% greater than this year's construction level, according to Federal guessers.

This forecast is based on these assumptions: no major change in the international situation; no substantial change in the gross national product; availability of sufficient capital funds at comparative favorable rates; and no appreciable increase in construction costs.

The greatest boost to privatelyfinanced construction, which is expected to produce the biggest share of the over-all increase, will be new non-farm residential building. It is expected to soar 13% higher in '55, to account for 55% of the private construction volume.

Housing starts in October totaled 106,000-up 18% from the year before-to set a new record for the month. The million mark was passed during the month, with activity exceeding a seasonally-adjusted annual rate of 1,230,000 housing starts.

Shortages Again

Due to several unusual circumstances, shortages have been felt recently in window glass, plywood, and gypsum board in many communities. Greater use of all three materials in modern homes and structures has been a common gobbler of available supplies. The West Coast sawmill and logging strike has kept plywood mills back-ordered even in a slackoff season. The result is that prices are firm for these materials, and numerous wholesalers and dealers are beating the bushes to piece out the needs of held-up builders.

Lumber prices are holding fairly steady also, contrary to seasonal custom. In the aftermath of the West Coast strike shutdown, the wholesale price index on lumber and wood products inched up 0.4% during October. The wholesale index for all commodities dropped 0.4% during the month. Brick and other nonmetallic structural materials inched up 0.2% in price.

With mills producing full speed in view of the weather, lumber stocks were gradually rising for the week ended November 13. The National Lumber Barometer showed output for all reporting lumber mills at 102% of the 1953 pace. Shipments equaled 108% of '53, and orders reached 101%.

By species, Southern pine output came to 99% of '53 production; Douglas fir, 102%; Western pine, 105%. In orders: Southern pine, 106%; Douglas fir, 97%; Western pine, 107%.

Wood for More Schools

In his 1955 outlook for lumber, Leo Bodine, executive vice-president of the National Lumber Manufacturers Assn., observes that "schools and hospitals promise to become even more important markets for lumber manufacturers in the new year. There has been an appreciable increase in the use of wood for modern one-story school buildings as contrasted to the expensive, monumental type of stone and concrete structures.

"Because of its strength, economy, and versatility, wood has given school administrators much to work with in their efforts to whittle down the huge backlog of needed school construction."

NLMA plans soon to publish the results of a comprehensive survey of the relative costs of schools built of wood and other materials.

Religious Revival Felt

Contract awards for construction of new churches and other religious buildings are setting new high records this year and the outlook for next year is even greater, George C. Smith, F. W. Dodge Corp. economist, reported at a short course for architects held at the University of Illinois recently.

"Ever since the end of World War II, with the exception of the Korean war letdown, religious buildings



"Okay, . . . make it blue, George. It's a boy!"

have tended to occupy a more important place in the construction picture," he said. He contrasted the 2.5% of all non-residential building contract awards that such construction represented in 1946, with the 7.0% pace that it now represents.

Run o' the Mill

Revisions in the FHA minimum property requirements affecting insulation, concrete work, water and space heating, were announced last month by Commissioner Norman P. Mason. Specifiers and builders should check the new requirements and take advantage of the improvements they will make in housing quality.

Mason also announced that 983 dealers and salesmen are on a "precautionary list" for making or obtaining FHA Title I home improvement and repair loans. He requested FHA personnel and lending agencies to take extra care that their papers are o.k. He said that "several hundred cases" involving abuses of the program have been referred to FBI for investigation.

In a speech before the Alabama State Chamber of Commerce on November 17, the chairman of the board of the U. S. Steel Corp. forecast that the American steel industry will surpass by five to 10 million tons its 1954 production of steel. Benjamin F. Fairless said the increased output of from 6 to 10% would be due to increased consumer demand for steel.

A recent survey of farm purchase of household goods was made by Farm and Ranch magazine. It revealed that most farmers not only have strong brand preferences, but that 61.2% of the farmers do their own inside painting, and 68.3% do their own outside painting.

The National Woodwork Manufacturers Assn. has readied for action by the Commodity Standards Division of the U.S. Department of Commerce a proposed new Commercial Standard for Awning and Projected Window and Sash units. It should result in adoption of a yardstick by which to measure performance and quality of such construction products.

The demand for wood flooring is setting new records this year. The latest barometer showed 1954 production of oak flooring at 126% of the '53 rate, and maple flooring output at 109% of the previous year's pace. A strong trend back to maple floors in industrial plants-for both new construction and modernization is reported by the Maple Flooring Manufacturers Assn.

industry NEWS



Armstrong Cork Forms Building Products Div.

To handle its rapidly growing business in the building materials field, the Armstrong Cork Co., Lancaster, Pa., has divided its former Building Materials Division into two new divisions. These are the Insulation Division and the Building Products Division. The insulation unit will handle Armstrong's industrial and equipment insulation business.

J. V. Jones, shown above, manager of the former lumber dealer products department, is general sales manager of the new Building Products Division. A native of Toronto. Canada, and a graduate of the University of Chicago, Jones has been with Armstrong since 1936.

J. O. Sampson succeeds Jones as manager of the Lumber Dealer

Products Department.

Ten new district managers were appointed for the division. Those serving the South and Southwest include A. A. Dunlap Jr., Dallas; J. M. Fowler, Atlanta; J. E. Snyder, Philadelphia; V. H. Elsen, Kansas City, and J. E. Hammond, St. Louis.

Masonry Research Center

The Structural Clay Products Institute has announced plans for construction of a brick and tile building to house its national research center. The new building is scheduled for completion about the middle of 1955.

The center will be built on a 16acre site south of Geneva, Ill.

Regional Committees Named to Find Home Mortgage Funds for 'Dry Areas'

THE ADMINISTRATOR of the Housing and Home Finance Agency. Albert M. Cole, has appointed the 16 regional subcommittees of the Voluntary Home Mortgage Credit Committee, authorized at the last session of Congress.

These regional groups will help to locate lenders of mortgage funds for those areas and firms that are unable to obtain home loans through local

lending institutions.

Among the retail lumber dealers serving as committee members are Elias Nuttle, Denton, Md.; William T. Spencer, Gastonia, N. C.; Wellborn C. Phillips, Orlando, Fla.; Ben P. Eubank Sr., Lexington, Ky.; E. Shelby Hill, Monroe, La.; Lester Palmer, Austin, Tex., and Leslie Everett, Kansas City, Mo.

The Southern and Southwestern regional committees include:

Region III-Delaware (and Pennsylvania), with headquarters at Philadelphia, Pa. Herbert Adam, Penn Mutual Life Ins. Co., Philadelphia, Pa.; Claude L. Benner, Continental American Life Ins. Co., Wilmington, Del.; Gordon Willis, Farmers Bank of State of Delaware, Dover, Del.; Elmer S. Carll, Industrial Trust Co., Philadelphia; Douglas C. Vaile, Colonial Federal Savings and Loan Assn., Philadelphia; Norman E. Clark, First Federal Savings and Loan Assn., New Castle, Pa.; Donaldson Cresswell, Philadelphia Savings Fund Society, Philadelphia; Joseph Bringhurst, Artisans Savings Bank, Wilmington; Walter A. Scott Sr., Scott and McCune, Inc., Pitts-burgh; Milton T. McDonald, T. B. O'Toole, Inc., Wilmington; J. Robert Baldwin, Erie, Pa.; T. Merritt Ludwig, Merritt Lumber Yards, Reading, Pa.; Eugene L. Conner, Wilmington; Stanley D. Adler Sr., Harrisburg, Pa.; John T. Harris, Berean Building and Loan Assn., Philadelphia; George R. Parker, Federal Home Loan Bank, Pittsburgh; William A. Kelley, FHA Office, Philadelphia; Charles I. Engard, VA Loan Office, Philadelphia.

Region IV — Virginia, Maryland, West Virginia, District of Columbia, with headquarters at Washington, Donald F. Roberts, Arcadia Mutual Life Ins. Co., Washington; Alan G. Decker, Shenandoah Life Ins. Co., Roanoke, Va.; Arthur Lee Hoff, Equitable Trust Co., Baltimore;

Giles H. Miller Jr., Culpeper National Bank, Culpeper, Va.; Rogers H. Isreal, Loyola Federal Savings and Loan Assn., Baltimore; John H. Randolph, First Federal Savings and Loan Assn., Richmond; Harry J. Landbeck, Central Savings Bank, Baltimore; Churchill G. Carey, James W. Rouse and Co., Baltimore; George DeFranceux, Frederick Berens, Inc., Washington; Henry J. Rolfe, Annandale, Va.; Elias Nuttle, Nuttle Lumber and Coal Co., Denton, Md.: W. Burton Guy, W. Burton Guy and Co., Inc., Baltimore; William F. Bergmann, Arlington Realty Co., Arlington, Va.; Daniel J. Cronin, VA Regional Office, Roanoke, Va.; Stratford E. McKendrick, FHA Office, Baltimore; J. M. Sink Jr., Federal Home Loan Bank, Greensboro, N. C.; George R. Parker, Federal Home Loan Bank, Pittsburgh, Pa.

Region V - North and South Carolina, with headquarters at Charlotte, N. C. George L. Dunaway, Charlotte; William T. Spencer, Spencer Lumber Co., Gastonia, N. C.; E. L. Vinson, Vinson Realty Co., Charlotte; Asa T. Spaulding, North Carolina Mutual Ins. Co., Durham; Carlyle McDowell, Wachovia Bank and Trust Co., Winston-Salem, N. C.; Francis M. Hipp, Liberty Life Ins. Co., Greenville, S. C.; N. T. Mitchell, Piedmont Federal Savings and Loan Assn., Winston-Salem; C. Douglas Wilson, C. Douglas Wilson and Co., Greenville; Charles H. Ball, VA Regional Office, Winston-Salem; Roy C. Millikan, FHA Office, Greensboro, N. C.; J. M. Sink Jr., Federal Home Loan Bank, Greensboro.

Region VI - Alabama, Georgia, Florida, with headquarters at Atlanta, Ga. Ehney A. Camp Jr., Liberty National Life Ins. Co., Birmingham; R. Howard Dobbs Jr., Life Ins. Co. of Georgia, Atlanta; R. E. Gormley, Georgia Savings Bank and Trust Co., Atlanta; V. H. Northcutt, Broadway National Bank of Tampa, Tampa, Fla.; Sam R. Becker, Miami Beach Federal Savings and Loan Assn., Miami Beach, Fla.; W. G. Du-Vall, Atlanta Federal Savings and Loan Assn., Atlanta; Brown L. Whatley, Stockton, Whatley, Davin and Co., Jacksonville, Fla.; J. E. Rolston, Rolston Realty Corp., Mobile, Ala.; Perry Willits, Miami Shores; Wellborn C. Phillips, Phillips Industries, Inc., Orlando, Fla.; Jack Robertson,

Rankin-Whitten Realty Co., Atlanta; Lon Worth Crow Jr., Lon Worth Crow Co., Miami; L. T. Milton, Citizens Trust Co., Atlanta; J. M. Sink Jr., Federal Home Loan Bank, Greensboro, N. C.; Huber C. Hurst, Jacksonville; Harry C. Bennett, VA Loan Office, Atlanta.

Region VII—Tennessee and Kentucky, with headquarters at Nashville, Tenn. C. D. Brooks, National Life and Accident Ins. Co., Nashville; Louis R. Linx, First Federal Savings and Loan Assn., Nashville; E. D. Shumacher, United Service and Research, Inc., Memphis; Ben P. Eubank Sr., Ben P. Eubank Lumber Co., Lexington, Ky.; Charles H. Freeburg, Memphis; Herschel Greer, Guaranty Mortgage Co. of Nashville, Nashville; Calvin L. McKissack, Nashville; Walter D. Shultz, Federal Home Loan Bank, Cincinnati, Ohio; C. S. Roberts, Memphis; Griffith R. Norfleet, VA Loan Office, Nashville.

Region XII — Arkansas, Louisiana, Mississippi, with headquarters at New Orleans, La. Friend W. Gleason, Pan-American Life Ins. Co., New Orleans; Beloit Taylor, National Old Line Ins. Co., Little Rock, Ark.; E. P. Peacock Jr., Bank of Clarksdale, Clarksdale, Miss.; Charles E. Whitmore, Central Savings and Loan Assn., New Orleans; Herman C. Steger, First Homestead and Savings Assn., New Orleans; H. C. Bailey, H. C. Bailey, Realtors, Jackson, Miss.;

Wilford G. Gehr, Wilfred G. Gehr Co., New Orleans; W. Hamilton Crawford, Baton Rouge, La.; E. Shelby Hill, Hill Lumber and Supply Co., Monroe, La.; Stanley Lemaire, Fellman and Co., New Orleans; K. E. Byrd, Hattiesburg, Miss.; Charles A. Gordon, Simmons National Bank, Pine Bluff, Ark.; Haydel Christophe, Peoples Life Ins. Co., New Orleans; J. Curran Conway, Federal Home Loan Bank, Little Rock; Ralph H. Agate Jr., New Orleans; J. J. Finley, VA Loan Office. New Orleans.

Region XIII - Texas (and New Mexico), with headquarters at Dallas. Tex. Burke Baker, American General Life Ins. Co., Houston; T. L. Bradford Jr., Southwestern Life Ins. Co., Dallas: Robert M. Elder, Albuquerque National Bank, Albuquerque, N. M.; Hugh J. Graham, Albuquerque Federal Savings and Loan Assn., Albuquerque; Lacy Boggess, Mutual Savings and Loan Assn., Fort Worth; Paul J. Volmar Jr., Realty Mortgage and Investment Co., Albuquerque; J. W. Link Jr., American General Investment Corp., Houston; Paul H. Wolf, Houston; Lester Palmer, Calcasieu Lumber Co., Austin, Sam Brown, Sam Brown Co., Albuquerque; H. S. Miller Jr., Henry S. Miller Co., Dallas; Charles A. Shaw, Houston; J. Curran Conway, Federal Home Loan Bank, Little Rock, Ark .: Ellis H. Charles, Dallas; L. F. Dickson, VA Loan Office, Dallas.

Region XI - Kansas, Oklahoma, Missouri (and Colorado), with headquarters at Kansas City, Mo. Henry H. Edmiston, Kansas City Life Ins. Co., Kansas City, Mo.; William F. Schmausser, Capital Life Ins. Co., Denver, Colo.; Claude F. Pack, Home State Bank, Kansas City, Kan.; J. C. Welman, Bank of Kennet, Kennet, Mo.; N. H. Harrill, Local Federal Savings and Loan Assn., Oklahoma City; Robert O. Deming Jr., Deming Investment Co., Oswego, Kan.; Aksel Nielsen, Title Guaranty Co., Denver; Clyde L. Smalley, Topeka, Kan.; Leslie Everett. Long-Bell Lumber Co., Kansas City, Mo.; Julian Worn-all, City Bond and Mortgage Co., Kansas City, Mo.; W. Max Moore, Denver; H. W. Sewing, Kansas City, Kan.; C. A. Sterling, Federal Home Loan Bank, Topeka; Robert J. Richardson, Federal Home Loan Bank, Des Moines, Iowa; Herbert E. Studer, Kansas City, Mo.; W. C. Crawford, VA Loan Office, Kansas City, Mo.

Interim Home Financing

The Thyer Manufacturing Corp., Jackson, Miss., fabricators of Pollman Homes, has announced a 90-day interim finance plan for "10 to 30 houses-a-year builders."

The plan is designed to help qualified Pollman Home builders finance their work during construction.

JOHNS-MANVILLE OPENS WORLD'S LARGEST ASBESTOS PLANT



As part of a \$70,000,000 expansion program of the Quebec asbestos mining industry, the Johns-Manville Corp. recently opened the world's largest asbestos mill at Asbestos, Quebec. Participating in the ceremonies were such dignitaries as A. R. Fisher, J-M president, Prime Minister Maurice L. Duplessis, Anglican Archbishop Philip Carrington, and Roman Catholic Archbishop Georges Cabana.

This aerial view of the sprawling plant shows a dry rock storage building with a capacity of 60,000 tons of ore at the left foreground, old milling facilities to be replaced when the plant is complete, and in right foreground the modern 14-floor building.

Completion is expected early in 1956. Then, the new mill will have a production capacity of 625,000 tons annually and will occupy 22½ acres of floor area.



M. L. ONDO is now general manager of sales for Youngstown Kitchens, made by the Mullins Manufacturing Co., Warren, Ohio. He joined Youngstown in 1940 and was made builder division sales manager last year. His former position was filled by Harry F. Howell, who once sold kitchens to Memphis, Tenn., builders for McGregor's, Inc.

personnel parade

I-XL Furniture Co.... This Goshen, Ind., manufacturer of custom kitchens and kitchen cabinets has announced the appointment of Davin KLING as sales manager. Formerly sales manager for a plumbing fixture company, Kling said he would deve op a nation-wide organization of sto king distributors to better serve reta. ers.

McCall's . . . Jerry Mulvihill, who has been in charge of dealer merchandising services for the New England Retail Hardware Assn., has joined McCall's to merchandise the magazine's new Do-It-Yourself program. He will work under the corporate name of Jerry Marshall.

Arcadia Metal Products... CHARLES B. LEBON has been elected vice-president of this Arcadia, Calif., manufacturer of sliding glass doors and windows. He is one of the founders of the firm, which was incorporated in 1948.

Alsynite Co. of America ... GERALD D. GRIFFIN has been named district manager for the Southeast, with headquarters in Atlanta, Ga. The Southeast territory includes Georgia, Arkansas, Mississippi, Tennessee, Alabama, South Carolina, and parts

of Kentucky and Louisiana. He formerly sold SoundScriber machines.

Minnesota and Ontario Paper Co....
WALTER E. FRAZIER has been named sales representative for Insulite building products in Louisiana and parts of Mississippi and Texas. Formerly he was associated with the May Supply Co., Little Rock, Ark.

Hubbell Metals, Inc. . . . This St. Louis, Mo., firm has appointed DONALD M. HANSON vice-president in charge of merchandising. He joined the company 14 years ago and will continue to manage the brass and copper department.

Kentile, Inc. . . . This resilient tile flooring manufacturer has announced the promotion of W. E. Newman to general sales manager, with offices in New York City. He has been with Kentile eight years. A. S. Baldwin was promoted to assistant to the vice-president for sales.

American Forest Products Industries, Inc. . . . Tom Boylan, a journalism graduate of Ohio State University, is the new Atlanta district manager of this forest promotion agency. He has served as associate editor of Wood Construction and Building Materialist, publication of the Ohio Assn. of Retail Lumber Dealers; as an editor for a West Indies oil firm, and as sales representative in the Southeast for the Newspaper Enterprise Assn. and the Fairchild Camera and Instrument Corp. Boylan succeeds EDWARD L. DEMOTTE as AFPI director of the Tree Farm and Keep America Green movements in Florida, Alabama, and Georgia. DeMotte



HUGH KAUFMAN has been appointed general manager of the Long-Bell Lumber Co. operations in Enid, Okla. He assumed his duties October 1, exactly 31 years after he joined the company as assistant manager in Fairview. He heads the three retail outlets in Enid, Universal Homes department, prefabricating division, and wholesale operations.

is now advertising manager for the West Lumber Co., Atlanta. A graduate of the University of Alabama, he formerly served as managing editor of Alabama Lumberman, monthly industrial magazine.



12TH EXPANSION PROGRAM FOR MARLITE PANELS

Marlite pre-finished wall and ceiling panels were made in a plant the size of the white space indicated by arrow in 1930. Recently Marsh Wall Products, Inc., announced its 12th plant expansion, shown in the left foreground, which will add 22,000 square feet more factory space. With this addition, the sprawling Marlite plant will cover 230,000 square feet in Dover, Ohio.

Power Behind the Tool

Recognizing that American women are fast becoming the "power behind the tool," the Woman's Home Companion announced in the November issue the first national Do-It-Yourself contest for women only.

Picturing such projects as a screened porch, bedroom-playroom for children, and added bathroom—in which women did all or much of the work—the article offers a \$500 savings bond to the first-prize winner.

Over \$5,000 in prizes will be awarded to those sending in descriptions of winning projects in seven categories—painting and wallpapering; furniture repair and decoration;

woodworking; interior remodeling; exterior remodeling or building; landscaping, and new materials.

Now Dierks Forests, Inc.

To reflect more properly the present activities of the business, the Dierks Lumber and Coal Co. has changed its name to Dierks Forests, Inc.

The company operates mills at Wright City and Broken Bow, Okla., and at Dierks and Mountain Pine, Ark. The Dierks treating plant is at DeQueen, Ark.

The Dierks organization adopted a program of perpetuating its timber resources through scientific harvesting in 1914.

Course in Homebuilding

The Small Homes Council of the University of Illinois, Urbana, will offer its 10th annual short course in residential construction January 13 and 14, 1955.

Adaption of pre-assembled wall panels for exterior walls of split-level and two-story houses will be a highlight of the program. Also scheduled are reports on performance of eight different types of roof framing, including a new glue-nailed truss.

The Small Homes Council also announces the first of a series of three publications on windows. It is entitled "Window Planning Principles." "Selecting Windows" and "Insulating-Windows" are to follow.

Huttig Mill Sets Pace for Modern Lumber Manufacturing

RECENTLY-COMPLETED modernization program has transformed the Huttig, Ark., plant of the Forest Products Division of the Olin Mathieson Chemical Corp. into one of the most modern mills in the South.

Logs in the mill are cut on two 9' band saws. After upper grades are cut from the sides, cants are fed to a new gang saw that cuts them into boards, increasing the mill's capacity by more than 15 per cent.

The green chain carries boards from a new Irvington trimmer to an edge sorter, to be stacked by a new Moore automatic stacker. A transfer track conveys kiln cars to the green storage area and moves hardwood around the kilns to a seven-acre

hardwood yard, where it is stacked by lift trucks.

After kiln drying, an unstacker feeds lumber to a rough surfacer and width sorter. Graded packages are moved to a new rough shed 600 feet long by 100 feet wide, equipped with a 10-ton overhead crane. A new double-edge trimmer squares the ends, applies the SPIB grade mark to one end and the Frost Golden Pine trade-mark to the other end, then waxes the ends.

The Arkansas Power and Light Co. brought in a new power line just to service the extensive new electric facilities.

In line with the new capacities of the Forest Products mill, Sales Manager James Wallace reported an extensive recruitment and sales training program for the firm's sales department.

The original mill at Huttig was completed in 1904 by E. A. Frost and C. D. Johnson, Southern lumber pioneers. The town of Huttig has a population of 1,000. It recently has changed from a company town to a town of home-owners by over 100 families purchasing their own homes.

Completion of the new facilities was the occasion of the golden anniversary celebration of the Huttig sawmill's 50th year of operation. This mill draws on 250,000 acres of company-owned timber in Arkansas and Louisiana.



The 10-ton crane in the 60,000-square-foot rough shed (left) moves a package of lumber to the planer mill, traveling 600 feet in one minute. Men in the foreground of photo below load the double-end trimmer. It automatically trims, stamps, and waxes both ends of the lumber.





Dixie Convention

(Continued from page 16)

Phil Creden, chairman of the

tion from other dealers might do their business a real service if they were to turn the spotlight on their own operations. Oftentimes the lower price of the competitor is made

NRLDA Exposition Committee and public relations director of the Edward Hines Lumber Co., detailed the virtues of the National Lumber Exposition held in New York City in October. He cited the group training gained by dealers at the exposition clinics on retail merchandising, Lu-Re-Co panel construction, and mechanized material handling, and the impression made on consumer magazine editors as to the role of lumber dealers in light construction and homebuilding.

Creden told how magazine publishers had designed, installed, and financed 14 model home and living area exhibits at the exposition, and how some would follow with illustrated features to be read by millions of home-owners and home-wanters. He also stressed the value to retailers of the radio and television programs that featured exposition scenes and personalities.

In keynoting the dealer forum on financing sales, Don A. Campbell, Kentucky dealer and association leader, observed that "many dealers who are complaining about competipossible by close attention to management, intelligent buying, cutting cost of operations, and to aggressive selling and financing."

Campbell emphasized the need for more and better services by the dealer to satisfy customers and make more profitable sales. Then he introduced and cross-questioned four Southern dealers concerning their profitable use of distinct financing plans for sales.

Don Maffett, of Atlanta's Anderson-McGriff Co., said that "the one factor which has contributed most greatly to the growth of our lumber and building supply department since it was established in 1936, is FHA Title 1 financing of moderniza-tions and repairs." He recalled how, when this type of financing was first made available in 1936, that funds were available locally at first only from the First Bancredit Corp., a national commercial lending firm. He told how easy it is to make packaged sales of repairs and improvements to Negro and white families with small income.

At the first dealer management session of the Southeastern dealer convention in Atlanta, Moderator Art Hood got audience participation by polling

dealers as to their advertising investment. Attendance at all three management forums was exceptionally high, and participation was productive.

> Bedford Seale, head of his own lumber yard in Birmingham, explained the system his firm uses in making, servicing, and closing house construction loans.

> The Seale Lumber Co. arranges house finances and controls construction loans after carefully screening the credit risk. Weekly job inspections are made by a firm representative and payroll advances are made as the work progresses. The contractor is charged a 2.5 per cent flat service charge on all cash advanced for payroll. This dealer has had his own closing forms printed for protection in closing the loan through the lending agency.

W. S. Sexton, Knoxville dealer and president of the Tennessee Building Material Assn., told how his firm overcomes price-cutting competition and dealer by-passing through special financing services. His company finances the sale of materials to property owners for from four to 12 months at a charge of 0.5 per cent a month or a minimum charge of 3

Sexton joined hands with other dealers in setting up finances for customers desiring to build in areas where conventional loans are not immediately available or when the customer wanted to furnish the site and building labor. This results in a material loan of about 60 per cent of completed value. The finance charge is 6 per cent annually, discounted. Loans are extended up to 60 months on remodeling jobs, up to 84 months on new houses without complete bath facilities, and up to 100 months on houses with complete bathrooms and approved sewage disposal sys-

When a dealer provides such

W. Wadsworth Wood, publisher of Small Homes Guide and Home Modernizing magazine, at right proudly presents HM's first award ina"Dream Home" letter-writing contest to Mrs. Leslie Zsuffa. She is the wife of Georgia Tech's public relations director in Atlanta.



planning and financing services, as well as materials, Sexton declared, he can control the sale and surely make his regular, reasonable mark-

up.

The advantages in financing construction of new homes and home improvements through a savings and loan association were stressed by W. W. Henderson, Hopkinsville, Ky. He led in the establishment of one in 1935 for convenient local financing of construction. He said the Federally chartered associations are more popular because of the insurance of deposits by FDIC.

The second dealer forum was on "How to Do It." In launching it, Donald R. Brann, head of the Easi-Bild Pattern Co., declared that "it is the duty of the local lumber dealer to provide leadership in helping people to help themselves."

Brann related his visit one evening to a Do-It-Yourself store. Although there were no large stocks of materials in view, samples were on display of any building product a homeowner could desire. Most surprising, Brann said, was the broad product knowledge and keen interest shown by the salesmen, who were found to be part-time employees who held other jobs during the day. "All such business should be going to the retail lumber dealer," Brann asserted. Lucien Renuart, Coral Gables,

Lucien Renuart, Coral Gables, Fla., lumber dealer, told of the profitable results for his firm from its display of a home workshop power tool assembly at a Miami home show. Renuart salesmen took orders for 80 units from the displayed model, which sold for over \$300.

Renuart also described a fivesession course in use of tools. "We charged \$5 for enrollment, to weed out the casual onlookers and freeriders," he explained. The \$5 was refunded to all who bought tools from Renuart.

A Memphis, Tenn., official of Best Lumber and Hardware Co., Adolph Voge Jr. described a "tool school" his firm soon will offer for home handymen. Instruction will start with hammer and hand saw, and proceed up through power tools.

Voge told how his firm got parents into the store by offering free kite sticks to boys who came in with a parent. He also offered plywood assembly kits to Scouts accompanied by parents. These were made of plywood scraps. Still other plywood and surfaced counter scraps were fashioned for profitable sale in build-it-yourself tables.

Panel members agreed that a tool rental department is essential for a successful Do-It-Yourself department. They cautioned dealers to check with insurance agents as to liability in case of accidents. One dealer in the audience testified that his rates for such insurance protection had proved quite reasonable.

Kay Mulvey, who has her own TV and radio shows in California, described several projects that she

/ RANDOM LENGTHS /

Next month's SOUTHERN BUILDING SUP-PLIES will introduce two new features that dealers and wholesalers should relish. "You May Be Liable" will present timely interpretations of legal responsibilities of business firms.

"Random Lengths" will be the first page of reading matter in each issue. It will consist of comments on significant industry news and trends. Watch for—and read —RANDOM LENGTHS!

and her family had undertaken to improve their home. She said the savings in doing their work were substantial but that they, like many other "well off families," do such improvements mostly for recreation and self-expression.

She estimated that home-owners who engage in such home improvements and fix-up jobs spend an average of \$50 a month for building materials that could well be sold by lumber dealers.

Contributing profitable and productive ideas to the forum on marketing, which Art Hood moderated, were Maurice R. Large, Russ Nowels, and W. T. Spencer. A Farmville, Va., dealer, Large outlined steps he takes to serve the farm market for building supplies.

Chairman of the NRLDA Merchandising Committee and a successful merchant in Rochester, Mich, Nowels asserted that "friendly, helpful service comes close to being the most important ingredient in business." He listed the ingredients in sales as: courtesy, product knowledge, and sales technology.

Spencer, a Gastonia, N. C., merchant and NRLDA executive committeeman for the Southeast, emphasized the importance of adequate stocks and packaged selling by a dealer who would merit the privilege of serving as "building material headquarters."

The breakfast meeting on the Lu-Re-Co system of panel construction was chaired by Dick Wand, publisher of the Southern Lumber Journal. George Messner, special representative of the National Plan Service, introduced the Lu-Re-Co kit and sales aids. Raymon Harrell, research director of the Lumber Dealers Research Council, illustrated and demonstrated the Lu-Re-Co system.

The dinner-dance Thursday evening was a sell-out. As toastmaster, Donald L. Moore, editor of Southern Building Supplies, introduced the speaker, Clayton Rand, Gulfport, Miss., editor, author, and traveler. He lightly lampooned some of the worries of the day. Mrs. R. L. Brand, chairman of the entertainment committee for ladies, presented some substantial prizes to game winners.



"Let's dance!" said Banquet Speaker Clayton Rand to Kay Mulvey of the How-to-Do-It forum panel, and away they whirled, at left, above, to the strains of a material wholesaler's dance band—Charlie Chase and his orchestra. As usual, Oertell and Fiji Collins cut capers aplenty on the dance floor, as they do the year-round in home-town Savannah.

Lumber Manufacturers Hear of Ways to Improve Service to Retailers

"RETAIL DEALERS are not always putting up a fight for lumber because they feel that lumber is not always putting up a fight for them," members of the National Lumber Manufacturers Assn. were told at their 1954 convention held November 8-10 in Washington, D. C.

R. E. Saberson, director of the Merchandising Institute in St. Paul, Minn., made this statement during a panel discussion. It also featured Ralph Walker, New York architect and past-president of the AIA, and Dr. Emerson P. Schmidt, economist of the U. S. Chamber of Commerce.

Saberson warned that "the time now has come when lumber must be merchandised as well as produced." After polling 650 retail lumber dealers, he found these to be their most serious complaints against lumber producers:

1. Dealers are unable to get the proper assortment of lumber items to meet customer demand. Manufacturers seem to be concerned primarily with "log utilization," while producers of competitive materials are tailoring their output to consumer buying habits.

2. Dealers are concerned about the breakdown of established distribution channels. Some dealers have found it impossible to maintain a satisfactory mark-up on lumber because of the practice of some mills of selling directly to consumers.

3. Dealers want uniform grademarking of lumber. Shipments of mixed grades, the complexity of the different grades, and a lack of uniformity in grading have created serious problems for the retailer.

4. Lumber dealers are unable to explain to their customers' satisfaction the fluctuations in lumber prices from month to month. Lumber manufacturers must make a bigger attempt to stabilize their prices the way producers of competitive materials have done.

5. Because of low mill inventories and long shipping delays, some retailers are plagued with an "undependable, irregular" supply system, which causes them to carry too large a stock of too many items to maintain a balanced supply.

 Lumber manufacturers are not giving retail dealers as much "selling help" as producers of competitive materials

"Engineered Timber Construction," a new color motion picture released by the Timber Engineering Co., NLMA's research affiliate, was a special feature of the convention. The movie is designed for showing to architects, engineers, and students.

Three new directors were chosen, representing various affiliated associations. J. T. Mengel, Foreign and Domestic Veneers, Inc., Knoxville, Tenn., now represents the Fine Hardwood Assn. on the board. D. S. DeWitt, president of the Holt Hardwood Co., Oconto, Wis., is the Maple Flooring Manufacturers Assn. representative. And Tom DeWeese, A. DeWeese Lumber Co., Inc., Philadelphia, represents the Southern Pine Assn.

The directors elected Judd Greenman, Vernonia, Ore., as NLMA president for 1955. He is general manager of the Vernonia Division of the Long-Bell Lumber Co. and has 50 years of experience in the industry.

The board also voted to expand the association's public relations pro-

gram.

Highlighting the program for ladies was a tea attended by Mrs.
Richard M. Nixon, wife of the vice-

president of the United States.

Retail Equipment Show

The first complete store, office, and warehouse equipment show ever held for the entire retail industry — the National Retail Industry Show — will be held at Madison Square Garden in New York City, January 7-11.

The more than 150 exhibits are expected to draw over 10,000 retail executives from the U.S. and Canada.

Bremermann Heads Dixie Woodwork Body

Herbert Bremermann, of New Orleans, was elected president of the Southern Woodwork Assn. at its annual meeting in Fort Lauderdale, Fla., November 15-17. He succeeded D. M. Ebert, of Fort Lauderdale, who joined the council of past-presidents, which includes P. H. Dalton, J. R. Druhan, J. J. O'Neill, and W. L. Otis.

New vice-presidents of the millwork organization are M. H. Mc-Phillips Jr., Mobile, Ala.; R. H. Whitten, Knoxville, Tenn.; John Bondurant, Athens, Ga.; C. L. Minter, Danville, Va.; R. E. Taylor, Jackson, Miss., and R. E. Yarbrough, Charlotte, N. C.

Spain Willingham, of Macon, Ga., succeeded Atlanta's Roy Jones as treasurer. Joseph G. Rowell, of Atlanta, continues as counselor.

The SWA voted to sponsor a business cost survey on its members 1954 operations, to be made by William Henry, University of Tennessee business administration professor.

Members were grieved over the hospitalization of Tom Griffin, of Goldsboro, N. C., as he reached the convention city. Griffin is recuperating from a serious back injury.

C. A. Rinehimer, of Elgin, Ill., was a special guest of SWA. He reported on the progress and program of the Architectural Woodwork Institute, of which he is president, and invited the Southerners to participate in this national association.

MISSOURIANS HEAR MILLIKEN AND McCULLOUGH





Ken Milliken, left, new executive secretary and manager of the Southwestern Lumbermen's Assn., told of new services being worked out for dealers by his association, at the Northeastern Missouri dealers annual convention at Columbia November 18, Johns-Manville's John McCullough, right, speaking on "Utopia," predicted that houses will be in short supply by 1960.

itsa DATE

KENTUCKY Retail Lumber Dealers Assn. January 10-12, Brown Hotel, Louisville. Exhibits.

SOUTHWESTERN Lumbermen's Assn. January 25-27, Municipal Auditorium, Kansas City, Mo. Exhibits.

MIDDLE ATLANTIC Lumbermen's Assn. February 2-4, Chalfonte-Haddon Hall, Atlantic City, N. J. Exhibits.

TENNESSEE Building Material Assn. February 8-10, Nashville.

VIRGINIA Building Material Assn. February 16-18, Hotel Roanoke, Roanoke.

LOUISIANA Building Material Dealers Assn. March 16-17, Jung Hotel, New Orleans. Exhibits.

CAROLINA Lumber and Building Supply Assn. March 15-17, Radio Center, Charlotte, N. C. Exhibits.

MISSISSIPPI Retail Lumber Dealers Assn. March 25-26, Buena Vista Hotel, Biloxi. Exhibits.

WEST VIRGINIA Lumber and Builders Supply Dealers Assn. March 25-26, Greenbrier Hotel, White Sulphur Springs. Exhibits.

GEORGIA Building Material Merchants. March 28-30, Radium Springs Hotel, Albany.

TEXAS Lumbermen's Assn. April 3-5, Will Rogers Memorial Coliseum, Fort Worth. Exhibits.

FLORIDA Lumber and Millwork Assn. April 21-23, Soreno Hotel, St. Petersburg, Fla.

East Texans Organize New Lumbermen's Club

Eastern Texas retail lumber dealers met at the Hilton Hotel in Longview November 18 to organize the East Texas Lumbermen's Club. The group will act as hosts at the Fort Worth convention of the Lumbermen's Assn. of Texas next April.

This organizational meeting was a "three-barreled affair." In addition to planning for the Fort Worth convention, the dealers heard the latest information about the Lumbermen's Investment Corp.—a Texas financing organization set up to aid dealers—and a talk on "Operation of a Retail Yard Today" by J. Lee Johnson III.

The dealers were also reminded of the two management workshops scheduled in Austin. One will be held at the Driskill Hotel, December 5-8, for independent dealers and managers, and another at the Stephen F. Austin Hotel, January 30-February 2, for line yard owners and district managers.

Missourians Hear Miller and Elect Bond Proctor

Bond Proctor, California, Mo., was installed as president of the Central Missouri Assn. of Retail Lumber Dealers at a recent convention at the Bothwell Hotel in Sedalia.

Edgar Carpenter, Versailles, was elected vice-president; John C. Scruggs, Jefferson City, secretary, and R. M. Johns Jr., Sedalia, treasurer. Directors include Ned Cowan, Clinton; Paul Saylir, Marshall; Otto Fullrich, Jamestown; Lee Tucker, Harrisonville; V. J. Roberts, Holden; Wallace Wimer, Knob Noster, and Francis Knollmeyer, Linn.

The dealers heard Ken Miller, secretary-manager of the Southwestern Lumbermen's Assn., during the business session. At the banquet, Roberto de la Rosa spoke on "The Other American Way of Life."

Denison Dealer Club

The Retail dealers of Denison, Tex., have formed a new Lumbermen's Club, which meets each third Tuesday night.

Wes Steger, Burton-Lingo Lumber Co., is president; Joe Sanders, Denison Lumber Co., vice-president, and J. D. Fuqua, Foxworth-Galbraith Lumber Co., secretary.

Dealer Short Courses

Three short courses for dealer personnel in building-material merchandising have been scheduled early in 1955 in the South and Southwest.

Southern Methodist University, Dallas, and the Lumbermen's Assn. of Texas, will hold classes January 10 through February 4.

North Carolina State College, Raleigh, in cooperation with the Carolina Lumber and Building Supply Assn., will offer a course from January 10-21.

The University of Kansas City, Mo., and the Southwestern Lumbermen's Assn. have scheduled a course from February 14 through March 15.

MALA Holds Marketing, Estate Planning Clinics

The Middle Atlantic Lumbermen's Assn. held a clinic in Philadelphia on November 18 to help its members consider what would happen to their bus'ness and property in case of death.

To provide individual attention, the clinic was limited to 20 dealers. They considered the best arrangements for disposal of their assets and how their families could derive the most benefit from their estates.

The Middle Atlantic Lumbermen's Assn. recently held a series of merchandising clinics for its dealermembers.

Clinics were held at Baltimore, October 27; Washington, November 1; Salisbury, Md., November 16, and Middletown, Del., November 23.

Speakers covered such topics as attractive windows, adequate lighting, modern display fixtures, pleasing store exterior, departmentalization, home planning center, do-it-yourself service, good store layout and design, impulse merchandise, special sales builders, and end-use packages.

"10% Profit Plus in 1955" will be the theme for the 63rd convention of MALA in Atlantic City at Haddon Hall Hotel, February 2-4.

Mo-Kan Meet Stresses Do-It-Yourself Theme

The Mo-Kan Lumbermen's Assn. held its annual fall meeting November 4 at the Hotel Robidoux in St. Joseph, Mo.

The business session was devoted mostly to the Do-It-Yourself theme, with general dealer discussion of ways to carry out this service more effectively. Jim Vynalek and Don Forbes spoke on this topic. The group also heard Tom Collins, humorist-philosopher.

A banquet, attended by over 350 dealers, suppliers, and wives, climaxed the activities.

The group will meet again in April, 1955, to elect new officers.

Service Group Formed To Help D. C. Builders

Small builders of Washington, D. C., now can turn over a major portion of their "headaches" to a new organization, Builders Services.

According to Norman Sinclair, president of Builders Services, the 17 functions of the organization can be broken down into two classifications—general services, and financial and selling aids.

For a monthly fee, builders have a second office in the downtown area, where they may contact clients. Builders Service relieves them of the detail of applying for permits, FHA and VA financing, delays caused by conflicting code interpretations, obtaining bids from subcontractors, scouting for building sites, development planning, and many similar functions.

A library in the organization's offices carries a file of trade magazines, maps, and Federal literature. An advertising program is maintained.



LOW-COST STAIRWAY



An economy disappearing ladder has been introduced by EZ-Way Sales, Inc., Dept. SBS, Box 300, St. Paul Park, Minn., to permit low-cost utilization of attics for the small homeowner and builder.

Costing only slightly more than a large step ladder, this disappearing unit is secured to the attic floor. It fits any opening 18" wide or wider. The opening should be at least 24"

long, but the ladder can be operated in smaller space.

Maximum floor-to-floor height is 9'2". For smaller heights, the ladder can be cut off. Maximum vertical clearance is 4'7". Horizontal clearance on the attic floor is 4'1\%".

Write for P391, Use coupon below.

BEARING PLATES

The Coffman bearing plate holds wood or pipe columns $\frac{1}{2}$ " off the masonry to protect them from moisture. The bearing plates are made by the R. G. Coffman Co., Inc., Dept. SBS, P. O. Box 1113, Orlando, Fla.

The Coffman bearing plate permits cutting pipe from stock lengths. It is used on 4"x4" wood columns, 1½" pipe columns, and 2" pipe

columns. The plate itself measures 3/16" x 3" x 5%".

The bearing plates are packaged in pairs, complete with bolts, lag screws, and instructions. Cartons of 12 packages open up to form a counter display.

Write for P392. Use coupon below.

CABINET DOOR HARDWARE



Three sizes of concave Comfort Grip pulls and two flush door pulls have been added to the line of cabinet hardware made by Washington Steel Products, Inc., Dept. SBS, Tacoma 2, Wash.

The design of the Comfort Grip pulls combines the concave reflection of the Washington Spotlight Knob with long, slender streamlining to match the horizontal stylings of



DECEMBER, 1954

SOUTHERN BUILDING	SUPPLIES
806 Peachtree St., N. E.	
Atlanta 5, Ga.	

Gentlemen:

Please send more details of the new products indicated.

(Print Plainly)

Name

Title

Company

Address

City & State

Circle numbers below and return filledin coupon. Literature and prices, or catalog, will be mailed promptly to you.

P391	P392	P393	P394
P395	P396	P397	P398
P399	P400	P401	P402
P403	P404	P405	P406
P407	P408	P409	P410
P411	P412	P413	P414
P415	P416	P417	



Foto Folio contains 20 photographs showing Gate City Windows in all structures.



Mailing Stuffers on air conditioning, Heating and Remodeling with room for your name.

A new modernized floor display, mailing stuffers, catalogues and a Foto Folio are available all Gate City dealers. Cash in on this national program return the coupon below for

full details.



New Floor Display takes up little space, sells Gate City windows for you.



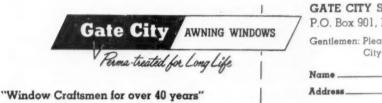
Catalogues inform Architects, Builders and Home buyers about Gate City features.

More Profits in Good Merchandising!

Yes, there are more profits for you, as a Gate City dealer, in the merchandising program designed to help you sell more Gate City Wood Awning Windows.

Mailing stuffers, photographs, catalogues, Folders, ad mats and a new floor display are some of the merchandising aids offered as part of Gate City's program to pre-sell your customers.

If you are not yet a Gate City dealer and are interested in more information on how Gate City sells for you, please fill out the attached coupon and mail it today.



GATE CITY SASH & DOOR CO., SBS-12
P.O. Box 901, Fort Lauderdale, Fla.

Gentlemen: Please send complete information on Gate
City Wood Awning Windows.

Name

Zone____State_

DECEMBER, 1954 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

range and refrigerator pulls. The three sizes are $4\frac{1}{2}$ " long with $2-\frac{3}{4}$ " boring; $6\frac{1}{2}$ " long with $4\frac{1}{2}$ " boring, and $8\frac{1}{2}$ " long with 6" boring. Finishes available include polished chromium, satin chromium, polished brass, satin brass, satin bronze, and polished copper.

The 1610B flush door pull measures 1-5/16" x 31/4", making it also usable as a sash lift. It is made of steel plated in polished brass, polished chromium, satin bronze, and polished

copper.

The 1611B flush door pull is round, with a diameter of 31/4". It is finished in polished brass, satin bronze, satin brass, polished chromium, and satin chromium.

Write for P393. Use coupon page 46.

DOOR SPRING ADJUSTS

A few quick turns are all that is necessary to easily adjust the tension in the Ideal No. 66 adjustable door spring, made by Ideal Brass



Works, Inc., Dept. SBS, St. Paul,

Priced to retail at 25 cents, the No. 66 spring allows for universal application. It is made of heavy cadmiumfinished 16-gauge spring wire formed equal to a No. 6 coil spring.

Write for P394. Use coupon page 46.

PLASTIC ALUMINUM PANEL

Plastalum is a plastic-coated aluminum building panel for use in room partitions, ceilings, carports, patio covers, and decorative facings. It is available in 12 colors from the Childers Manufacturing Co., Dept School, 3620 W. 11th Street, Houston 8, Tex.

These strong aluminum sheets are coated with an alkyd-base plastic



that is guaranteed against cracking, peeling, or flaking. They are formed with 2.67" corrugations, with small cross-wise corrugations for extra strength.

Panels come in three standard lengths—8', 10', and 12'. A floor display holds all three sizes.

Write for P395. Use coupon page 46.

ALL-PURPOSE SEALER

The American Sta-Dri Co., Dept. SBS, Brentwood, Md., has added a primer-sealer to its line of masonry finishes and treatments.

Called Sta-Dri primer-sealer, this clear, non-pigmented, acrylic resin compound provides a tough, flexible base for the application of cement-base, oil-base, rubber-base, plastic-base, and resin-base paints.

It is used on masonry, wood, metal, paper, glass, slick paint, dense concrete, plaster, plaster board, hardboard, composition board, and tile surfaces, except over calcimine paints, which it tends to dissolve. It is even applied to "green" plaster and concrete

Write for P396. Use coupon page 46.

FIBER-GLASS AWNINGS



The home-owner can build his own translucent plastic awnings with steps outlined by the Plexolite Corp., Dept. SBS, El Segundo, Calif.

The awning pictured here was built for less than \$25, including the Plexolite panel, aluminum angle, bolts and screws, and wood header. Ounce for ounce, Plexolite has the strength of steel. There is nothing to wear out, replace, rust, or paint.

Write for P397. Use coupon page 46.

DISAPPEARING TABLE

The Kitchen Maid line of kitchen cabinets now includes a unit with a 25"x21" table that pulls out or closes back up out of sight. Made by the Kitchen Maid Corp., Dept. SBS, Andrews, Ind., it glides smoothly on oil-impregnated guides from within a base cabinet.

Covered with the same durable laminated plastic that is used on counter workspaces, the table is convenient for extra work space, for



breakfast for two, or for feeding children in the kitchen.

Write for P398. Use coupon page 46.

TEXTURED HARDBOARD

The Masonite Corp., Dept. SBS, Box 777, Chicago 90, Ill., has introduced Masonite Ridgewood, a linear-textured tempered hardboard.

These textured panels have been added to Masonite's line of siding in standard widths and lengths, in panel form for board-and-batten construction, and in sizes suitable for shingle exteriors. The product also is used for interior walls.

The texture runs in lengths of the strip in siding. In panels and shingles, the texture runs perpendicular to the 4' edge.

Write for P399. Use coupon page 46.

PEGBOARD FIXTURES

A new line of over 125 different Do-It-Yourself perforated hardboard fixtures is now being made by Turnbuckles, Inc., Dept. SBS, Michigan City, Ind.

City, Ind.

A Do-It-Yourself merchandiser is included at no cost in a package deal that includes a balanced stock of the nine most popular fixtures, four convenient sizes of board, and four kits of assorted fixtures for specific jobs. Ample literature is also supplied.

Write for P400. Use coupon page 46.

GARBAGE DISPOSER

A garbage disposal unit that has 1,736,000 pulverizing actions a minute and a built-in centrifugal pump is announced by the Diamond Machine Tool Co., Dept. SBS, Pico, Calif.

Disposalux takes waste materials that would stop up some disposal units—corn husks and cobs, fruit pits, bones, glass, paper, and rags.

This unit is made of heavy alloy iron, which has excellent dampening qualities to absorb vibrations and noise. Cutting edges are flame-hardened for life-long wear without re-

Here's why dealers like to handle Fenestra windows!

Builders like to use Fenestra* Steel Windows. They like the quick, low-cost installation of completely trimmed Fenestra Window Units (window plus outside-inside metal trim, handled by dealer as a "package" deal). They like the "added eye and sales appeal" that a top Baltimore builder tells about in the builder ad that's shown below.

Homeowners like to live with Fenestra Steel Residential Windows because Fenestra offers easy operation, top design beauty, ownership prestige, and many other advantages. Homeowners have made Fenestra the largest steel window manufacturer in America.

Dealers like to sell the Fenestra line because it offers extra profit possibilities (the window with hardware, trim, lintel, screen and storm sash can be sold as a unit). The dealer can capitalize, too, on a well-known name presold by strong national trade and consumer advertising.

For details write to Detroit Steel Products Company, Department SBS-12, 3421 Griffin Street, Detroit 11, Michigan.





sharpening. The high cone rotor inside the Disposalux makes it impossible to cut hands or fingers if placed inside the unit.

Installation is simplified by a bayonet-type mounting.

Write for P461. Use coupon page 46.

D-I-Y ALUMINUM

Do-It-Yourself aluminum products are available in a large assortment from the Reynolds Metals Co., Dept. SBS, 2500 S. Third Street, Louisville, Ky.

The line includes rod, bar, angle, tubing, trim strip, channel, an assortment of aluminum fasteners, and materials necessary for making window screens and storm sash. Six new sheet designs also are available—square embossed, wood-grain embossed, union-jack perforated, lincane perforated, round-hole perforated, and cloverleaf perforated. The cloverleaf perforated sheet also is stucco embossed.

Write for P402. Use coupon page 46.

PLASTIC PANEL PATTERNS

Decorative versatility is increased with the addition of two new patterns to the Rippolite line of glass fiber and plastic structural panels. They are made by Rippolite Plastic



Products, Inc., Dept. SBS, 3910 Cohasset Street, Burbank, Calif.

Called "502" Small Shiplap and "400" Bat and Board, the patterns have a 4" flat surface with %" offset. Corners are rounded. Colors available include green, blue, yellow, clear, light brown, light green, light blue, rose, and white.

Write for P403. Use coupon page 46.

SIMPLIFIES GLAZING

Neoprene setting blocks and spacer strips to simplify the glazing of Thermopane insulating glass have been developed by the Libbey-Owens-Ford Glass Co.

An advantage over wood or lead setting blocks and glazing clips is that the neoprene products permit the glass to "float" in its bed of glazing compound.

The blocks and spacer strips are available for 1", %4", and ½" thick

Write for P404. Use coupon page 46.

SELF-STORING WINDOW



A double-hung window with both prime sash and built-in combination storm and screen is now offered by the Self Storing Window Co., Dept. SBS, 5901 Wayzata Boulevard, Minneapolis, Minn.

Designated DeVAC 900DH, the window unit is made of heavy extruded aluminum anodized to prevent oxidation.

The photo here illustrates how well the window fits into brick construction.

Write for P405. Use coupon page 46.

ALUMINUM DOOR WALLS

The Sky-Vue is an all-aluminum sliding glass door wall, made by the Horizon Door Co., Dept. SBS, 1426 Flower Street, Glendale 1, Calif.

Exceptional weatherproofing is assured by a neoprene rubber cushion at meeting stiles and a heavy



felt weatherstrip cushioned in the center slot of side jambs and in the bottom rail of the sliding door.

Absolute protection against opening the door from the outside is provided by a tamper-proof positive-action lock and pull in attractive satin-chrome finish. The door glides on 12 stainless-steel ball bearings.

Write for P406. Use coupon page 46.

V-8 TRUCK ENGINES

Reo Motors, Inc., Dept. SBS, Lansing 20, Mich., announces a V-8 truck engine of extreme compactness, light weight, rugged durability, and maximum economy.

The larger engine is only 39½" long, from the front of the fan to the rear of the flywheel housing, and only 27%" wide. It fits easily into a conventional tractor with only a 96" dimension from front of bumper to the back of the cab. It develops 220 horsepower.

Write for P407. Use coupon page 46.

STRAPPING TAPES

To its line of steel strapping, the Brainard Steel Division of Sharon Steel Corp., Dept. SBS, Cleveland, Ohio, has added a line of strapping tapes.

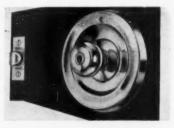
These strapping tapes are both pressure-sensitive and gummed. They come in dispensers for all applications.

Called Brainard strapping tape, the tapes are filament-reinforced for high tensile strength.

Write for P408. Use coupon page 46.

DECORATIVE ESCUTCHEON

To match the Weslock 500 series of concave locksets, a 5½" decorative escutcheon with 5" backset has been developed by the Western Lock Manufacturing Co., Dept. SBS, 211





Give Customers

superior service with



John Day packaged trim

- Heavy Kraft Paper Wrapping
- Opening Size Plainly Marked
- Clean, Dry, Undamaged

You get your customer's good will when you sell him trim that is fully protected from dirt and damage. It needs no cleaning or sanding!

Handy to Buy, Handy to Use!

In one package—every needed piece of trim for a single window or door opening. Your customer doesn't have to figure lengths...you don't have to sort pieces. He buys one package per opening—has no shorts or left-over waste ends. You serve him quickly, exactly. That kind of customer service brings him back for more!

Top Quality Ponderosa Pine!

Only kiln-dried, superior grade "A" Ponderosa Plne is used in the manufacture of John Day Packaged Trim. Its smooth, even surface contains no flaws—speeds decorating, cuts costs!

Make friends as you make profits—NOW!
Sell John Day Packaged Trim to your customers
and they will sell you to their friends!
Write today for the name of the distributor nearest you.



OREGON LUMBER COMPANY

Baker, Oregon

Ponderosa Pine Producers and Manufacturers Since 1889

North Madison Avenue, Los Angeles 4, Calif.

The escutcheon is of one-piece, stamped, heavy-gauge brass. Back-set latch bolts of one-piece construction are available with spring latch or deadlocking spring latch.

Write for P409. Use coupon page 46.

ROOF-DECK FORM

For constructing poured-in-place gypsum roof decks, a form board has been developed by the Owens-Corning Fiberglas Corp., Dept. SBS, Toledo 1, Ohio.

The form board, with a pleasing glass-mat face, performs four functions. It serves as a permanent roof-deck form; as an incombustible interior ceiling; as an acoustical insulation, and as roof insulation.

The form board is dimensionally stable and will not rot or decay. It comes in sizes 32"x48"x1", ½", 2"; and 24" x purlin spacing up to 96".

Write for P410. Use coupon page 46.

PLASTIC VAPOR BARRIER

Visqueen film is a thin, tough, pliable, clear plastic material, made of Bakelite polyethylene resin. It is used as a barrier against moisture penetration. It is made by the Visking Corp., Plastics Division, Dept. SBS, Terre Haute, Ind.

Visqueen film is applied to the warm side of exterior walls, over subflooring, underneath concrete slabs, or in crawl spaces. It is said to virtually eliminate condensation.

Write for P411. Use coupon page 46.



TWO-WAY SAW BLADE

A two-way blade has been developed by the Skil Corp., Dept. SBS, 5033 Elston Avenue, Chicago 30, Ill. It cuts in either direction of rotation and also hones itself.

The blade is used in one rotation until cutting edges become dull. Then the blade is reversed. This automatically hones the teeth of the dull side. It is made in three sizes—5%", 7¼", and 8¼".

Write for P412. Use coupon page 46.

New Equipment

To simplify your operations

SPLASH SHIELD

Flexi-Fend, made by Gar Wood Industries, Dept. SBS, Wayne, Mich., is a new splash shield. It offers complete splash protection and reduces the upkeep costs of conventional mud flaps on trucks and other equipment.

Unlike conventional mud flaps,



which "sail" at high speeds when splash is greatest, the Flexi-Fend stays in place by means of three hinge brackets and two spring brackets. This also provides a shock absorber for longer wear.

Write for P413. Use coupon page 46.

HYDRAULIC LIFT

The Shop Carry is a rugged twowheel hand truck that embodies a hydraulic lift capable of raising loads up to a quarter ton. It is made by the Precision Equipment Co., Dept. SBS, 3714 North Milwaukee Avenue, Chicago 41, Ill.

The lifting platform is at floor level in the down position for easy load-



ing. A few strokes of the lever raises the load of up to 500 pounds to a lifting height of 36". The platform is

Write for P414. Use coupon page 46.



PICKS UP LOGS

The American Tractor Corp., Dept. SBS, Churubusco, Ind., now makes a machine that picks up and handles trees and logs after they have been cut down. The alligator jaws of this Terra-Logger hold the logs as they are carried to any desired location, regardless of ground or weather conditions.

The Terra-Logger is operated by only one man. It is said to replace expensive cranes and long overhead cableways at about one-fourth the

cost.

Write for P415. Use coupon page 46.

CHAIN-ARM STACKER

The Moore Chain-Arm Stacker stacks boards of random length or width, edged or unedged. It is made by the Moore Dry Kiln Co., Dept. SBS, 1220 West State Street, Jacksonville, Fla.

As courses are formed, they move onto the chain-arms, where boards are automatically spaced for air-drying. Quick adjustment changes to a tight edge-to-edge stacking.

Write for P416. Use coupon page 46.

POWER BOOM HOIST

The Marion "Mule" is a low-priced conveyor with power boom hoist, made by the Marion Manufacturing Co., Dept. SBS, Marion, Ohio.

It handles brick, block, mortar, lumber, gypsum, roofing, boxes, packaged items, pea gravel, corrugated sheets, and other bulky building materials. By adding one or two 8' boom sections, the 24' base machine can be converted into a 32' or 40' conveyor.

Write for P417. Use coupon page 46.

STRAP & WIRE CUTTER

Customer demand for a cutting tool that severs both flat strapping and round wire has been met by A. J. Gerrard and Co., Dept. SBS, Melrose Park, Ill. The new tool is called the No. 503 strap and wire cutter.

This tool has a double-duty set of cutting blades to handle flat strapping at the mouth and round strapping in a second set of cutting surfaces near the rear of the cutter head.

Write for P418. Use coupon page 46.



YOU'LL CHOOSE

KEYSTONE

ALUMINUM FRAMELESS TENSION SCREENS

IT HAPPENS EVERY TIME... comparison of different tension screens shows only Keystone has *every* feature that assures top screening efficiency and trouble-free service.

- 1 The screen wire and bars of Keystone Frameless
 Tension Screens are all aluminum...won't rust or stain
 ...look like new throughout their extra-long lives.
- 4 Patented catches at sill adjust tension with turn of knob. They're permanently dependable, tamper-proof, safe; don't weaken with age.



2 Screen edges are 5-strand selvage of rugged, special flat wire.



5 Exclusive free-floating sill bar automatically adjusts screen to uneven or off-level sill; assures snug fit at bottom; removes tendency to stretch screen too



3 Just two screws hold removable top bar. Only six screws required per window.



6 No bulky, unsightly hardware on sill . . . just two small, neat brackets.





It could very well pay you to get the whole story on Keystone Aluminum Frameless Tension Screens, today's leaders for sales, for service. Mail coupon.



KEYSTONE

WIRE CLOTH COMPANY

HANOVER, PA. . FOSTORIA, OHIO

Keystone Wire Cloth Co. Dept. D-12, Hanover, Pa.

Kindly send me full information about Keystone Aluminum Frameless Tension Screens.

.....

My name

Title

Street.

_State___

IT'S NEW!

For full details of these new products you might profitably sell or use in your business, send your name and address with the names of the items you want to: IT'S NEW, Southern Building Supplies, 806 Peachtree Street, N. E., Atlanta 5, Georgia.

WODACK PLASTER CUTTER cuts through plaster for repair work without cracking adjacent plaster or wasting materials. After a clean cut is made, plaster is removed with a chisel.

RESOLITE translucent structural panels are now made with transverse corrugations — running the width, rather than the length, of the sheet.

HANDI-BRANDER is an old-fashioned branding iron brought up to date for trade-marking wood, leather, plastic, and rubber products. It plugs into a 110-volt AC circuit.

AMVIT joint is a push-type clay pipe joint based on the ball and socket principle. It consists of a plastic ring, die-cast electrically in the bell of the pipe having a concave exposed surface, and a plastic ring on the spigot having an exposed convex surface.

MACKLANBURG - DUNCAN offers inexpensive screen door monograms or house numbers. Sizes are 3%", 2¼", and 1¼".

GLAS-COL portable electric pot is used for melting asphalts, tars, pitches, resins, mastics, and other viscous materials. It weighs only 15 pounds and fits easily into the trunk of a car. Capacity, 3½ gallons.

E-Z MARK non-slip door vise mounts at the bottom of the door to hold it in place while boring holes for locks or painting. Adjustable to doors up to 2" thick.

DUO-THERM model E-12 automatic electric water heater features fiberglass insulation and operates on 115-volt systems. It has a 12-gallon capacity. Ideal for mobile homes, summer cottages, apartments.

CRACK FIX repairs interior and exterior cracks and holes in plaster, wood, cement, tile, stucco, masonry, and wallboard. A pliable material packed in a handy applicator tube, Crack Fix will not freeze, shrink, swell, or fall out.

GARDEN CITY INDUSTRIES' Do-It-Yourself steel garages come in three sizes, 12'x20', 14'x20', and 20'x'20'. Ranging in price from \$395 to \$550, they can be adapted to cottage or farm building use.

RUB-R-CLAD is a one-coat exterior masonry and asbestos shingle paint, formulated with polyvinyl acetate. Paint film "breathes" with surfaces of masonry, stone, wood, plaster, and asbestos cement shingles.

ZYTEL nylon resin shower heads, by Du Pont, eliminate corrosion and clogged holes, particularly where water is hard. Shower stream can be cut off at the head.

TELEHOLD black plastic telephone holder braces against either shoulder to leave both hands free while user is talking. Resilient shoulder piece, adjustable to all shoulder widths and slopes, is of foam rubber padding.

MITCHELL residential air-conditioners, said to cool a five-to-seven-room home, are installed at \$995. The unit measures 22"x20"x62".

INGERSOLL's latest bathtub features a wide flat seat and hand grip running the entire length of the tub to allow parents to bathe children without squatting. The porcelain enamel finish is stainproof and acid-resisting

CUSHIONETTE is a water-booster pump especially helpful in areas that suffer from low water supply during droughts. It includes a two-stage vertical centrifugal pump and 1/3-HP motor.

GRANT nylon floor guides are applicable to single and multiple door installations and can be adjusted to it any conventional door thickness requirements.

WELDROK is U. S. Plywood's lightweight "synthetic stone," a new mineral core material used in making fire doors. Doors are faced on both sides with fine hardwood veneers.

BLAW-KNOX model M truck mixer, third in a series, has a 4½-cubic-yard capacity. A charging cone eliminates spilling of materials during charging and permits fast loading.

AGAR's new roof gutter combines the advantages of both gravel stop and gutter for flat, ranch-type, or under-pitched roofs. Standard 10' lengths are easily handled. Sections overlap 2".

THORN extruded aluminum doublehung windows feature interlocking jamb construction. This "200" series has a metal and felt dust stop at the meeting rail to prevent dust infiltration.

HEPPNER low-priced magnetic door latch for heavier doors is said to keep them firmly closed even if warped or sagging. This 10-pound holding force can be mounted on either wood or metal doors.

STEELCRAFT steel residential ranch windows are available in a full range of types and sizes for every room. These awning-type ventilators take either standard glass or double insulating glass.

ILLUM-A-NUMBER is a plastic sign

that lights up to show street numbers day or night. It fits over a doorbell, connecting to existing doorbell wires.

PLYMOLD fiber-glass awnings can now be installed by Do-It-Yourself enthusiasts with a new kit. Styles are offered for windows up to 4' high, over 4', and for outswinging casement windows and doors.

ALUMILASTIC metallic caulking compound has a variety of uses in building where a tough, elastic seal is required. It affords water-tight joints around skylights, ventilators, window and door frames.

MOMAR "GLIDER" blueprint racks keep blueprints neat, eliminate bulky cabinets. Any sheet can be removed or replaced without removing other sheets. Many sizes can be held together.

CALTILE tile is made from natural high-grade mineral aggregates, bonded together under extreme pressure. It is made in seven colors, inherent throughout the tile, for use on walls and floors subject to hard wear.

GUNVER corner clamps for amateur or professional workshops have a gripping capacity for materials up to $4\frac{1}{2}$ " in width. The clamp holds wood, plastics, and light metals tightly with a two-position screw block.

STANLEY "A" sealer tool has been re-styled, with two major changes. A heavy zinc plating covers all metal parts of the unit, which seals %", ½", %", and %" steel strapping. It has tough ethyl cellulose handles.

AMERICAN-STANDARD announces a water heater that uses either natural, manufactured, butane, propane, or mixtures of gases. Three models hold 20, 30, or 40 gallons.

PORTER-CABLE gasoline limb saw, model 128, weighs only 7½ pounds, measures 16", costs about one-third as much as most other gasoline-driven chain saws.

FIT-AL blades of the Independent Blade Corp. are offered in 17 types to meet every cutting requirement for wood, plaster, laminated plastics, metals, and other materials.

KING COTTON is a twisted nylon cord said to be four times stronger than a cotton mason's line. It doesn't absorb moisture, dirt, mortar, or mud

TU-WAY TOWEL BAR, made by Philip Carey, extends a regular 24" bar to 41", through extension pieces that are pulled out from both sides. It provides drying space or extra towel space when needed.

SHANA-AIR is a moderately-priced air-conditioning unit designed especially for five-room homes. The unit is air-cooled, overcoming water shortage problems.

"It breaks off clean and easy, without any chips"

says GEORGE MOSES of Lorraine Hardware Co., Richmond, Va.

TRY THE "BLINDFOLD TEST" YOURSELF!

Cut L·O·F first, last, or in-between the other brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste and more profit with L·O·F.

Call your nearest L-O-F Distributor. These local businessmen are listed under "Glass" in the yellow pages of phone books in many principal cities. And send for your free booklet—"For Greater Profits in Window Glass".

Write Libbey-Owens-Ford Glass Co., 608 Madison Ave., Toledo 3, Ohio.

"Brand 'Z' took very little pressure in scoring it. I just seemed to touch it, and it broke off clean and easy," said Mr. Moses.

Mr. Moses had just finished test-cutting four well-known brands of single-strength window glass. These brands were identified only by letters—W, X, Y and Z. He tried several cuts on each and picked "Z" as the easiest to cut, every time!

"Z" was L'O·F. Twenty-eight out of thirty dealers who took this test picked L·O·F! And with good reason. L·O·F Window Glass is annealed more slowly, more patiently. This extra care makes it less brittle and more "even" in structure—so it's a safer buy for your customers, too.



LIBBEY-OWENS-FORD the easy-to-cut WINDOW GLASS



silent salesmen &



SELLS ROOFING, SIDING



A Philip Carey roofing and siding visualizer permits customers to see how a house looks with 42 different combinations of roofing and siding colors.

Half pages turn to change colors of either roofing or siding. A third section of the folder says "Picture your home looking better than new in any of these lovely colors."

Contact: Philip Carey Manufacturing Co., Dept. SBS, Cincinnati 15, Ohio.

"HOW TO" SHOWS

Service Guide No. 2, published by the American How-To Council, explains an efficient way to put on a Do-It-Yourself show.

It covers such points as prospective exhibitors, location, dates, suggested rentals, admission fees, special attractions, and promotion of the whole project.

Contact: American How-To Council, Dept. SBS, Pleasantville, N. Y

SHOWS NAILS CANNED

So that they will be easier for dealers to stock and faster to sell, Nichols never-stain aluminum nails are now



packed in metal and fiber cans, with pull-string openers.

The new packaging system cuts down on pilferage, facilitates stacking for display, and provides an unbreakable, re-usable container for the purchaser.

The cans come in a three-color display carton that lists advantages of the nails. A color code has been adopted for each of the 14 different types

Contact: Nichols Wire and Aluminum Co., Dept. SBS, Davenport, Iowa.

HARDBOARD MERCHANDISER



A self-service merchandiser for Oregonbord hardboard holds grooved Rib-tex, perforated Perf-o-tex, and smooth panels. Sizes of panels include 2'x2' and 2'x4' in various thicknesses.

Compact and movable on casters, the Oregonbord merchandiser requires a floor space of only 2'x2½'. Descriptive literature for each product is in a conspicuous place.

The merchandiser also tells how to get "new color effects."

Contact: Chapman Manufacturing Co., Dept. SBS, Corvallis, Ore.

WORKSHOP PATTERNS

The makers of McCalls dress patterns have introduced a line of transfer patterns for home workshop projects. They are applied to wood, plastic, or metal with an ordinary household iron.

The line later will include decorative color transfers, priced to retail from 40 to 75 cents.

With an order of 10 of the first 12 patterns, McCalls supplies a cir-



cular counter display, 23" high by 171/2" wide, or an expandable wall display.

Contact: McCall Corp., Dept. SBS, 230 Park Avenue, New York 17, N. Y.

BOAT PLAN DIRECTORY

A 25-page, loose-leaf directory lists over 400 different plans for plywood boats, ranging from a 7' pram to a 35' cabin cruiser.

First, there is a listing of 135 small boats, including tenders, sailing dinghies, rowboats, outboards, and outboard racing craft.

Inboard and outboard runabouts and cruisers make up the next group of 140 models.

The third class includes 73 sailboats, auxiliaries, commercials, and miscellaneous craft.

The final group lists 75 craft for which kits are available and includes all sizes from dinghies to cruisers.

Contact: Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.

SCALE MODEL BRICK

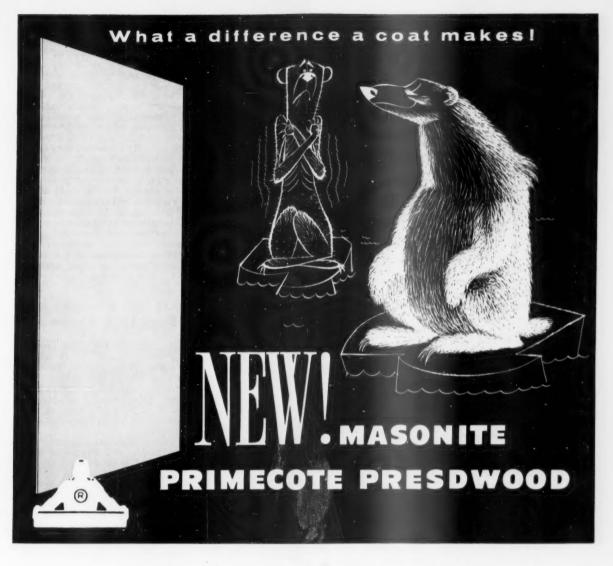
A set of five wall-section scale models show the advantages of brick and tile in home construction

Authentic replicas of masonry con-



struction, the models are mounted and encased in strong plastic, removed for demonstration. Each model is $2\frac{1}{2}$ "x $7\frac{1}{2}$ "x5". They illustrate all-brick cavity walls, brick and tile cavity walls, "SCR brick" walls, brick veneer on frame, and reinforced brick masonry.

Contact: Structural Clay Products Institute, Dept. SBS, 1520 18th Street N.W., Washington 6, D. C.



- Now a factory first coat on fast-selling Presdwood products.
- A perfect base for all types of surface finishes.
- Beautifully smooth and even all over.
- Attractive neutral gray color. Can be finished

in lighter tones or darker shades.

- Offered in the best-selling types and thicknesses of Presdwood[®].
- Will be a real profit-maker...business builder.
- Panels are 4 ft. wide, lengths up to 12 ft.

No prime coat needed! Appeals to carpenters, builders, homeowners, hobbylsts...everybody!

Don't miss this profit opportunity. Ask your Masonite representative to include a supply of Primecote Presdwood in your next shipment. Then give it the full merchandising treatment in your area. You'll find it's a winner in stepping up your sales volume.

These are the regular Presdwood Products you can order Primecoted!

1/8" Standard Presdwood • 1/4" Panelwood® 1/8", 3/6", 1/4" Tempered Presdwood



ATURALLY STRONGER WITH LIGHIN

MASONITE OR PORATION

Dept. SBS-12, Box 777, Chicago 90, III.

"Masonite" signifies that Masonite Corporation is the source of the produc

Now available only east of Rockies

THREE REGIONAL SALESMEN TO SERVE TRIMEDGE



HAMMOND

DEACON

EARL

Trimedge, Inc., Newnan, Ga., has appointed three new regional salesmen. Henry Earl has had many years of experience in the decorative moulding field as sales representative for several firms. Dave Deacon, a Princeton graduate, has had extensive sales field work with the Reynolds Metals Co. and similar firms. Bill Hammond has been a test operator for aircraft and a wholesale representative for Western Auto Supply. He studied engineering at California Tech.

Craig Heads Tamko

E. L. Craig was elected chairman of the board of directors of the Tamko Asphalt Products Co., Inc., Joplin, Mo., at a recent meeting.

Other officers are Mrs. Mary Ethel Craig, president; Ethelmae Craig, executive vice-president; Vernon Bennett, vice-president in charge of sales; C. W. Staves, secretary-treasurer; Karl Kood, plant manager, and Clarice M. Hafford, assistant secretary.

This company's roofing products are distributed primarily in Texas,

Arkansas, Missouri, Kansas, and Oklahoma.

Tectum Gets Approval

The Building Officials Conference of America recently approved Tectum roof plank and tile for commercial, educational, industrial, and public buildings.

Made by the Alliance Manufacturing Co., Columbus, Ohio, Tectum is a lightweight, insulating, non-combustible, structural roof decking material that possesses high soundabsorption properties.

Brown Heads M and M

Clay Brown has been elected unanimously as president of the M and M Woodworking Co., one of the nation's largest plywood manufacturers. His career was started with the Long-Bell Lumber Co., where he became a vice-president and manager of the plywood division. He has also been associated with Smith Wood Products and U. S. Plywood. Most recently he was board chairman of Fortuna Sawmills.

Brown is the first president of the firm who is not related to the Malarkey family. The M & M Woodworking Co. was formed in 1918 by the late James A. Malarkey, who was succeeded as president by his son, Herbert, and then his nephew, Thomas.

Eberly Thompson, also a family member, acted as chief executive until Brown's election.

Bruce Elects Chairman

The chairmanship of the board of directors of the E. L. Bruce Co., Memphis, Tenn., vacant since the death in 1944 of the founder, E. L. Bruce Sr., was recently filled by C. Arthur Bruce, executive vice-president. E. L. Bruce Jr. was re-elected president, as were other officers and directors.

The new chairman joined the company in 1914, after practicing law in Kansas and Missouri several years.

He is a former president of the Memphis Chamber of Commerce, former chairman of the board of trustees of LeMoyne College, and candidate for governor of Tennessee in 1932 and 1940. He is a past president of the National Lumber

NEW ANDERSEN OFFICE WING DISPLAYS COMPANY'S WINDOWS



The new office wing for the Andersen Corp., Bayport, Minn., shows the company's window products off to best advantage. They are used both on outside walls and on inside walls opening onto a garden patio in the center of the building. This patio is lighted naturally through a lacy glass dome and artifically through spotlights. The interior of the building also features luminous ceilings, panel heating and cooling, and acoustic control. Manufacturers, Southern Hardwood Producers, Hardwood Dimension Manufacturers, and National Oak Flooring Manufacturers Assn.

Geared to Push Armorply

The United States Plywood Corp. has revamped its sales program and production facilities for a campaign to promote its new product Armorply, a metal facing bonded to one or both sides of a plywood core.

All sections of the Armorply division are now housed under one roof at the manufacturing headquarters at Cattaraugus, N. Y., to eliminate previous time-consuming delays on orders. Arnold S. Anderson heads the new sales set up. He previously headed the Tekwood and hardboard divisions.

Knox Pays Up FHA Loan

Administrator Albert M. Cole, of the Housing and Home Finance Agency, recently announced receipt of final payment on a loan made to Knox Corp., Thomson, Ga., builder of prefabricated houses.

In June, 1953, Cole approved a loan of \$7,650,000 to the Knox Corp., with the proviso that not more than \$3,650,000 could be outstanding at any one time. Total disbursements of more than \$3,000,000 were made under the loan, which was used to refinance current indebtedness and to finance Knox's operations during the current year.



JIM F. GORMAN has been appointed manager of the north Texas-Louisiana district for the Seidlitz Paint and Varnish Co. For the last three years, he has been special paint representative for the Pioneer Supply Co., the Seidlitz distributor in Fort Worth.

You may be sending BUSINESS right out the DOOR



Yes, you may be sending business right out the door every day.

Did you ever stop to think how few prospects actually come back to buy once they leave your place.

Try to remember how many times you have had a job sold and then asked your prospect to come back after he has obtained his loan. Not many come back, do they?

Why keep sending this good business right out your front door? Offer financing with the aid of THE ABC TIME SALES PROGRAM. Ask us to show you how to sell materials and labor at no money down and give up to 36 months to pay on the FHA or ABC PLAN. Call your nearest ABC office for complete details.



Your best sales tool-the ABC Time Sales Program. Ask us today.

BRANCH OFFICES: BALTIMORE, BIRMINGHAM, BOSTON, BUFFALO, CHARLOTTE, CHICAGO, CIN-CINNATI, CLEVELAND, COLUMBUS, CORPUS CHRISTI, DALLAS, DAVENPORT, DENVER, DES MOINES, DETROIT, HOUSTON, INDIANAPOLIS, KANSAS CITY, LOS ANGELES, MILWAUKEE, MINNEAPOLIS, NEW ORLEANS, OKLAHOMA CITY, OMAHA, PHILADELPHIA, PHOENIX, PITTSBURGH, PORTLAND, ST. LOUIS, SALT LAKE CITY, SAN FRANCISCO, SEATTLE, SOUTH BEND, TAMPA, TOLEDO.

General Office: Box 3426 Terminal Annex, Los Angeles 54

manufacturers' NEWS

SHOALS, IND.: The National Gypsum Co. is developing a mine and plant near here, scheduled to start operating by the middle of 1955. A massive gypsum deposit was discovered recently at the site by National Gypsum geologists.

CLEVELAND, OHIO: C. D. Clawson, president of the Ferro Corp. has announced that John A. Sullivan is now president of three Ferro subsidiaries. They include Tuttle and Kift, Inc., Chicago; Ferrod Manufacturing Co., Batavia, Ill., and Ferro Electric Products, Inc., Kirkland, Ill.

CHICAGO, ILL.: United States Steel Homes, Inc., has announced the appointment of Edward E. Miller, of Pittsburgh, as residential sales manager. His assistant, William S. Robertson, resides in St. Matthews, Ky. Both men have devoted most of their careers to the prefabricated housing field.

ATLANTA, GA.; The newly-formed Wiley Equipment Co. has been been appointed to sell and service fork trucks, straddle carriers, and other materials-handling equipment made by the Industrial Truck Division of the Clark Equipment Co. The firm was formed by Eugene V. Wiley, former vice-president and sales manager of the M-H Equipment Co., of Birmingham, Ala.

CHICAGO, ILL.: The United States Gypsum Co. has been named the "best managed company" in the field of stone, clay, and glass products. The American Institute of Management made the citation.

LOS ANGELES, CALIF.: The Ruberoid Co. has acquired 22 acres of land for a new plant, which will make the full line of Ruberoid asphalt roofings initially, and possibly asbestos-cement and other products later. Announcement of the plant marked the firm's 68th anniversary.

NORTH KANSAS CITY, MO.: The **Pomona Tile Manufacturing Co.** of Los Angeles, Calif., has opened a new branch office and warehouse in North Kansas City. The firm supplies a complete line of wall and floor tile.

FORT WAYNE, IND.: Due to rapid expansion in sales volume, the American Tractor Corp. has created a new position—general sales manager—which was filled by C. F. Rogers. He formerly filled the same position for a Milwaukee equipment distributor.

IRVINGTON-ON-HUDSON, N. Y.: The **ThermoRay Corp.** has moved to larger facilities here in Westchester county, near New York City. The new quarters provide space for research and development of the firm's radiant electric wall heaters.

NEW ALBANY, IND.: United States Steel Homes, Inc., U. S. Steel's housing subsidiary, has announced two new vice-presidents. H. W. Rudolph heads engineering operations, and David F. Rucks Jr. is in charge of sales.

MONTICELLO, ARK.: Officials of the **Crossett Lumber Co.** have offered 650 acres of land to the Arkansas Game and Fish Commission. The purpose of the gift is for the proposed Seven Devils Lake. The offer was made, provided the company gets assurance that the lake will be built, so that it can get out most marketable timber in advance.

PASCAGOULA, MISS.: Pascagoula citizens have voted overwhelmingly for a two-bond issue for erecting the Pascagoula Veneer Co. plant. The bonds will help replace the plant owned by the company, which was destroyed by fire.

MERIDIAN, MISS.: The Mississippi Pine Manufacturers Assn., a new group of producers of quality Southern yellow pine, has drawn up a statement for public appraisal, setting forth "Standards of Practice." This assures the public of a quality standard.

CHICAGO, ILL.: The Steel Kitchen Cabinet Manufacturers Assn., has accepted for membership Kaiser Metal Products, Inc., Bristol, Pa., and the Supermatic Products Corp., Burbank, Calif. G. F. Richards, general sales manager, will be the voting representative of Kaiser. Arnold L. Rose, president, will represent Supermatic.

LANCASTER, PA.: The Armstrong Cork Co. has entered the soft-surface floor covering business through an agreement to acquire the stock of the Deltox Rug Co. of Oshkosh, Wis. Deltox makes fiber floor coverings and combinations of fiber, wool, and rayon flooring.

LOS ANGELES, CALIF.: Robert Weck, president of the Synkoloid Co., announced his firm's move to larger quarters for the fourth time in 16 years to increase manufacturing facilities.

ALTON PARK, TENN.: The **Key-James Brick Co.** is building a \$400,000 plant here that will provide a new process to reduce drying time for brick from 15 to three days. This will double the present manufacturing capacity of this General Shale Products Corp. subsidiary.

DESHA, ARK.: The **Hipp Lumber Co.** plans to increase the capacity of its finishing mill near here by about 20,000 feet a day. Manager Wesley Hipp said the firm is adding a 500-Newman planer.

EUGENE, ORE.: Sierra Lumber. Inc., has announced plans to make embossed plywood. Various designs will be put on 4'x8' sheets under a heat and pressure process.

PAOLI, PA.: The Howell Manufacturing Co. is building a 45,000-square-foot building near here in the new Main Line Industrial Community. All operations for manufacturing How-ell-dor sectional garage doors will be transferred to this plant.

ATLANTA, GA.: R. S. Lynch, president of the Atlantic Steel Co., was presented the Human Relations Award for 1954 by the Society for Advancement of Management at the annual management conference in New York City recently. He is the 11th person to receive the award.

NEW YORK, N. Y.: Ralph E. Ogden is now vice-president in charge of sales for the **Star Expansion Bolt Co.** and its affiliates. Fox joined the firm 35 years ago.



RICHARD GUY KIMBELL JR. has joined the West Coast Lumbermen's Assn. staff as assistant to T. K. May. director of technical services. Following his graduation from Virginia Polytechnic Institute, he taught at Yale and George Washington University. He also worked as a structural engineer for the National Advisory Committee for Aeronautics and the Department of Air Force. His appointment released George D. Ward for more intensive work on the Douglas fir use book. WCLA also announced the appointment of Raymond T. Dickerson as general auditor and office manager.

USG's NEW ATLANTA MANAGER

New sales manager of the Atlanta district of the United States Gypsum Co. is W. T. (Bill) Castle. At right in photo, Castle served as USG line salesman at St. Petersburg, Fla., during past year, and for six prior years in the Jacksonville area. With him is E. R. Stainback, USG's Southern division sales manager.

Castle is a graduate of the University of Florida in business administration. He served in the U. S. Navy as a lieutenant-commander during World War II and recently completed a tour of duty. He now is a commander in the USNR.

Castle succeeded C. W. (Cotton)
Fisher as USG's Atlanta district
manager. Fisher resigned to go
in business with Alf Oliver, of
USG's Chicago wallboard department. Their firm is the Dixie Dry
Wall Co., contracting out of Decatur, Ga.

BALTIMORE, Md.: Joseph H. Banner Jr. has joined the **Ruberoid Co.** as a sales representative. He has been in the building material industry over eight years and formerly was employed by the Dixie Plywood Co. of Washington, D. C.

BIRMINGHAM, ALA.: Robert M. Heaton is now advertising manager for the **Cedar Rapids Block Co.** and its affiliate, Dur-O-Wal Products, Inc. Headquarters are at Cedar Rapids, Iowa.

BRIDGEPORT, CONN.: Ralph C. Dean has been appointed manager of sales operations for the Construction Materials Division of the **General Electric Co.** He was promoted from Chicago district manager.

Head Cement Association

Directors of the Portland Cement Assn. recently elected Emory M. Ford as chairman of the board and G. Donald Kennedy as president.

Ford, who is chairman of the Huron Portland Cement Co., Detroit, Mich., has been a director for 11 years. He succeeded R. A. Hummel, chairman of the Lone Star Cement Corp.

Kennedy had been executive vicepresident of the association for 18 months. He succeeded Carl D. Franks, who retired after 38 years with the association. Kennedy joined the cement group in 1950 as a consulting engineer and assistant to the president.



British Honor Monnett

Charles G. Monnett Jr., sales manager for the Dependable Machine Co., Greensboro, N. C., holds the distinction of being the only person outside the British Commonwealth to be accepted for membership in the Institute of Machine Woodworking Technology. He was appointed a Fellow, highest position in the institute.

Monnett was honored for holding a responsible industrial position in the woodworking field for more than six years and for distinguished service to woodworking technology.



Man alive, that COPPO in wood makes it tough on us termites and other chewing insects . . . did you ever try to bite into pure copper? And that COPPO is in there to stay — it won't leach out underground or under water, even. Why, my mother-in-law is a Marine-Borer — and she can bore anything or anybody, but even her fangs can't cut those boat-bottoms that have been treated with COPPO! No, Sir!

You dealers can take a tip from this termite . . . sell your customers COPPO to cut down costly repair bills. COPPO also solves the problem of the ages . . . turning copper into gold (or moola, or profits, if you wish). But, will COPPO move? Well, have you seen those self-selling UPFRONT Salesmaker Displays? They do the job, and all gallons of COPPO and COPPO CLEAR come packed in them. Better order COPPO --- today!





All gallons packaged in the attractive Up-Front Salesmaker Display.

Also available in Coppo Clear.

Write us for additional information and nearest jobber now!

The Coppo Company, Inc. 2342 South Lauderdale • Memphis, Tenn.

SSIRCO Reorganizes Distribution Facilities

Frank O. Wahlstrom, president of the Southern States Iron Roofing Co., with headquarters at Savannah, Ga., has announced the closing of SSirco wholesale warehouses in Jacksonville, Tampa, Columbia, and New Orleans.

The managers of these branches become district sales managers, with salesman working with them in the field for better territory coverage. Regular truck deliveries into each of these four areas will provide prompt service for retailers.

SSirco also is building a 76,000square-foot plant in Atlanta, Ga., and installing a continuous roller coating paint line to meet demands for painted aluminum in many colors.

The Memphis, Tenn., operations have been expanded to include the manufacture of steel window and door frames, as well as steel garage doors.

"The closing of these warehouses, the reactivation of the Memphis plant, increases in the volume of container sales, and the opening of metal painting facilities in Atlanta will provide increased gross profit margins, as we will then manufacture more of the items we distribute," Wahlstrom said.

Clark Wire Offers Trip

The Clark Wire and Supply Corp., Houston, Tex., is offering a trip around the world for two as first prize in a contest to introduce its new wire cloth, Tight Weave.

Dealers are asked to compose a 25-word-or-less essay on "Why Tight Weave is Better Screen Wire."

Entries will be judged on aptness of thought, originality, and general suitability.

strictly wholesale

MEMPHIS, TENN.: The **Builders** Sales Co. has been incorporated by Eulyse M. Smith, John Tonsman, and Elizabeth Thompson.

JACKSON, MISS.: The Jackson Wholesale Building Supply Co. has been made distributor for the Insulite line. President W. W. Bailey said his firm's territory includes all of Mississippi.

CORPUS CHRISTI, TEX.: Jack H. Scholl has been appointed distributor for the entire Insulite line of structural, decorative, and acoustical insulation board; hardboard, and insulating wool. He has a large new warehouse at 2200 Lipan Street to serve retailers.

ATLANTA, GA.: The **Builders** Specialties Co. has been appointed distributor in this area for Koroseal and asphalt tile made by the B. F. Goodrich Co's. flooring division.

GREENVILLE, S. C.: New distributor for Economatic automatic door operators is Ross Builders Supplies, Inc. The appointment was announced by National Pneumatic Inc., and Holtzer-Cabot Divisions.

JACKSONVILLE, FLA.: Now distributing Whirlpool products in 29 counties of northeastern Florida and 11 counties in south Georgia are Admiral Distributors, Inc. Charles B. Birchwood is general manager of this firm, which replaced Cain and Bultman, Inc.

MIAMI, FLA.: W. M. Keaton, proprietor of the **Hurricane Sales** Co., wholesale building supply firm here, has filed a petition in bankruptcy.



You are a Very Important Person to the Dickey Representative who calls on you, and to the shipping clerk... the telephone operator... the accountant. In fact, everyone at Dickey wants you to be pleased with the Company, its products and its service. They want to be helpful. Your requests are always welcome. They will turn the place upside down to help you sell Dickey pipe. Just another reason why it pays to be a Dickey Dealer.

If it's made of clay, it's good . . . if it's made by Dickey it's better

CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn.,
Kansas City, Mo., Meridian, Miss.,
San Antonio, Tex., Texarkana, Tex.-Ark.

Dickey Sanitary
Salt-Glazed Clay Pipe
ALWAYS IN DEMAND



BAHAMA BUGGY RIDE

Enjoying a real "Bahama Buggy Ride" here are Joe Wheeler Powell, of the Howard Powell Lumber Co. in Brownsville, Tenn., and his wife. Powell won an all-expense trip for two to the Hotel British Colonial in a recent contest sponsored by Central Woodwork, Inc., Memphis millwork jobbers.

A trip to Jamaica was won in the contest by J. J. Whitley, of the Mayes-Howard Lumber Co., Covington, Tenn. Mrs. Whitley was presented an orchid as the couple departed by airliner.

Craig Creswell, lumber yard proprietor in Milan, Tenn., also won a trip in the two-month contest conducted among dealers in west Tennessee and west Kentucky.

Lightning Rods Do Safeguard Buildings

Many people appreciate the efficiency of lightning rods and employ their protection without realizing why and how they safeguard buildings. The United Lightning Protection Assn. recently published an explanation.

Lightning and thunder result from an electrical charge generated by the action of wind-whirled rain in a cloud. In most cases the charge is negative in the cloud's lower regions, and seeks to make contact with a positive charge in the earth's surface.

As the negative charge moves through the heavens, its positive earth-charge moves with it, like a shadow. When the charge becomes strong enough a low current passes from cloud to earth. This is followed by a stroke flashing back to the cloud that sometimes attains 200,000 amperes.

Cloud potentials initiating light-

ning have been measured as high as 200,000,000 volts.

Even though the charges in the earth and sky seek to make contact, the destination of the bolt is not determined until within a few hundred feet of the ground, where the highest object in the vicinity usually is selected as the path of least resistance.

At this point, the home-owner, whose unprotected house is surrounded by trees considerably higher than his residence, will draw a sigh of relief. But, even if there are trees nearby, they do not necessarily offer the path of least resistance.

The house itself abounds in such natural lightning attractors as waterpipes, vent pipes, radio and TV antennas, and house wiring systems, which may be selected by the lightning bolt.

The purpose of lightning rods is to prevent damage due to direct strokes to buildings, trees and other objects on which they are installed. The lightning rod system offers the easiest way for the lightning to contact its earth charge.

For further information and interesting booklets, write to the United Lightning Protection Association, 404 Jefferson Bldg., Syracuse 2, N. Y.

NATIONAL



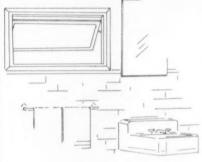
WOODWORKS

Ribbon or Stack

Together or Singly



National PANEL Window



Leading the way in Flexible planning

Set them in ribbons above and below picture windows, or stacked at the sides. Or use them in any other combination, or as single units.

You can order them in groups, factory-assembled to your specifications.

Write for new folder.

Order from your jobber or write us for his address.

NATIONAL WOODWORKS Box 5416 Birmingham 7, Ala.



NORTH CAROLINA

MORRISVILLE: Twenty-five persons from nine European nations last month inspected the new lumber plant of the Cary Lumber Co. near here. On a tour under the auspices of the Foreign Operations Administration, the group were Cary guests at a Southern barbecue and went on to visit High Point and Edenton industrial plants.

SCOTLAND NECK: Leon Rogers and Bill Clark have formed a partnership to operate the Community Lumber and Building Supply Co. Rogers was a partner of G. C. Fanney under the same firm name until Fanney's recent death. Clark formerly operated Clark's Wood Works.

VIRGINIA

DANVILLE: The Surles Lumber Co. was granted a charter of incorporation recently, authorizing capital stock at \$50,000. Robert P. McConnell, R. Paul Sanford, and Miles Poindexter II were the incorporators.

FLORIDA

MOORE HAVEN: E. J. Bowyer has opened a lumber yard and building materials store in conjunction with the Moore Haven Ice Co. Bowyer said that stocks would be small at first, primarily serving those who want to do their own repair work.

LAKE PLACID: The Townsend Sash, Door and Lumber Co. has bought a lot on State Road 25 to open a branch building material outlet in Lake Placid. The company owns lumber yards in Sebring, Avon Park, and Lake Wales.

MISSISSIPPI

LAUREL: The Carter Building and Supply Co. has turned its former warehouse into a modern sales building. The display area occupies the first floor, while the second floor is still used for storage. The former one-story store across the street, is now used for warehouse purposes.

VICKSBURG: The Houston Brothers lumber firm has been granted a charter of incorporation.

JACKSON: Fifteen types of wallpaneling recently added to the stock of the North West Lumber and Building Supplies Co. were spotlighted at the company's recent "open house." Opened in 1945 with two employees, the company now has six—and a modern new building for enlarged facilities.

WEST VIRGINIA

BELLEPOINT: The T. A. Honaker Lumber Co. was presented an Honor Roll Award by Johns-Manville for "proven integrity and contribution to better housing in home communities."

OKLAHOMA

CLINTON: A. C. Johnson, mayor of Clinton and manager of the Chaffin Brothers Lumber Co. branch here, has bought the firm. He has changed the name to the Johnson Lumber Co.

ALTUS: This town has a new lumber yard—the Southwest Lumber and Supply Co. on West Broadway. The Altus Air Force Base here will be permanent.

OKLAHOMA CITY: The Warr-Caston Lumber Co. has asked \$779,-902 damages for a fire in February, 1953, that destroyed its yard and planing mill. Two employees of a grocery store, defendant in the case, were burning trash near the lumber yard at the time, during an alleged 60-mile wind. A municipal ordinance prohibits burning of trash if the wind velocity exceeds eight miles an hour.

BROKEN ARROW: A new lumber yard, Bruce's Lumber and Supply Co., recently opened here. It is owned by A. W Bruce and Earl Sheehan and was set up in conjunction with the Highland Mill Works of Tulsa. Walt Lafollett manages the new firm.

MUSKOGEE: Perry H. Howard is new manager of the H. E. Ketcham Lumber Co. He replaced Ben Askew who resigned last spring after serving 30 years.

KANSAS

WHITE CITY: Harold Wayne Anderson has bought the E. G. Larson Lumber Co. He recently returned to civilian life after four years in the armed services.

MEDICINE LODGE: The P. W. Doherty Lumber Co. has moved across the street to a new structure with a 52-foot glass and brick front. The new plant also has new storage buildings and warehouses.

MEADE: Claudie Whitehead is new manager of the John Wood Lumber Co. He replaced Fred Alley, who resigned recently.

WICHITA: R. E. Bird has been granted a permit to erect a \$9,400 concrete block warehouse for his Big Six Lumber Co.

KIOWA: Amzy Rowland has replaced Tracy Rugg as manager of the T. M. Deal Lumber Co. Rowland joined the firm in 1952 and attended the short course sponsored by the Southwestern Lumbermen's Assn.

SPEARVILLE: The buildings and contents of the Reddick Lumber Co. were totally destroyed by fire recently. The contents were covered by insurance, but the building was only partly covered. The oldest in Spearville, the business was established by L. W. Nichols in the 70's shortly after the Santa Fe trail reached that area.

KINGMAN: Virgil S. Dellinger has been transferred from the J. B. Houston and Son Lumber Co. yard in Chase to the firm's newly acquired yard in Kingman. He now serves as assistant manager.

MADISON: The Houston-Doughty Lumber Co. has remodeled its sales room. A new ceiling was applied and the walls finished to demonstrate a variety of materials.

ALABAMA

SHEFFIELD: The Gamble Lumber Co. has been granted a charter of incorporation.

TEXAS

ANSON: The Burton-Lingo Lumber Co. has a new office and display building, according to Manager W. O. McGinnis. The interior of the brick building is paneled in oak. The floor is colored concrete.

SAN ANTONIO: The Federal Lumber Co., Inc., has been granted a 50-year charter of incorporation. Gloria Moran, Eleanor Van Cott, and Kathleen Paisley are the incorporators.

AUSTIN: Crestview Builders Supply, Inc., is the new name of the former Blair Building Co. The charter of incorporation also raised the capital stock from \$1,000 to \$25,000.

SAN SABA: William Cameron and Co. held "open house" at its new yard and building material store October 2. The new building replaced facilities destroyed in a May 3 fire. W. N. Moore manages the San Saba yard.

DALLAS: The Stripling-Blake Lumber Co. plans an office building to contain 2,800 square feet

TERRELL: Burglars broke into the Scurry Lumber Co. recently, but money didn't interest them. They took only two guns and 12 boxes of assorted ammunition.

LONGVIEW: Charles F. Hawn was chosen "Man of the Month" by the East Texas Chamber of Commerce for November. He runs the Hawn Lumber Co.

BROWNSVILLE: The Gloor Lumber and Supply recently ran a page advertisement in the newspaper to thank customers for their patronage since the firm held its "grand opening" October 23, 1952. The open letter was signed by Alton V. W. Gloor.

GROOM: Claude Taggart has moved here from Amarillo to assume management of the Groom Lumber and Supply Co. Joe Davis, former manager, has joined the Groom Hardware and Lumber Co.

MISSOURI

MOREHOUSE: W. W. Dillon, assistant superintendent of the Himmelberger-Harrison Lumber Co., was honored recently by the City of Morehouse and its aldermen. Dillon moved here in 1916 to take charge of retail sales for the lumber company and has contributed much to civic enterprises.

BRANSON: Bill Bonsteel has moved here to take charge of a branch of the Bonsteel Lumber Co.

GEORGIA

CORDELE: W. F. Finger, district sales manager for E. I. DuPont de Nemours and Co., Inc., presented a plaque to W. R. Turner recently to honor the Cordele Sash, Door and Lumber Co. for over 25 years as a DuPont dealer. Turner is operating head of the lumber firm.

KENTUCKY

BROOKSVILLE: The Brooksville Lumber Mill recently filed articles of incorporation to deal in construction materials. Incorporators were Hamer Jett, John Corlis, and Cellena Jett.

VANCEBURG: Dr. Herbert M. Bertram Jr., Vanceburg physician, has bought the Wamsley Lumber Co. from C. W. Wamsley. He will continue to operate the business under its present name.

MARYLAND

BALTIMORE: John Cassiry was held up in his lumber yard recently by two Negroes. They first insisted that he remove the money from the cash register, from his pockets, and finally the company safe. Then they locked him in the rest room and escaped with over \$1,000.

SOUTH CAROLINA

COLUMBIA: A charter of incorporation granting permission to buy and sell building materials and metal products has been issued to Carolina Contractors Supply, Inc.

ROCK HILL: President J. C. Rhea Jr. and other incorporators have been granted a charter to operate the Rhea Coal and Supply Co. It will handle building materials, appliances, coal, and fuel oil.

ARKANSAS

LITTLE ROCK: Joe Kaufman has bought the Allweather Roofers and Builders Co. and changed the name to the Kaufman Lumber Co. Kaufman is a former manager of the

Published in the interest of better and more economical building construction.

> Money Maker!

Ready-To-Install
Complete Window Units
Equipped With
Monarch Metal Weatherstrip

- In addition to the greater profit you make from the sale of Complete Window Units, your builder customers also benefit profit-wise from these several advantages:
 - 1. All waste of materials is eliminated
 - 2. There's no on-site assembly
 - 3. Completion dates are easier to meet
- 4. A more accurate and better job is assured

Your increased profit comes from a larger saleadollar volume, and from reduced material handling and much lower inventory investment. It will pay you to get the facts about Complete Window Units, precisionassembled at the mill or by your

mill-work jobber.

DISCUSS IT WITH YOUR
JOBBER

Monorch

METAL WEATHERSTRIP CORP.
6343 ETZEL AVE., ST. LOUIS 14, MO.

Long-Bell Lumber Co. in Little Rock.

HELENA: The Builders Lumber and Supply Co. has closed its operations here. Opened in June, 1952, the yard burned completely early this year.

OBITUARIES

T. K. CURRIE, 73. President, Currie Lumber Co., Baton Rouge, La.

LAWRENCE REMBERT DIXON SR., 79. Retired lumber dealer in Timmonsville, S. C.

C. J. WIEGNER, 83. Co-owner Wiegner Lumber Co., Memphis, Mo.

CHARLES I. HECK, 63. Owner, Heck Lumber Co., Topeka, Kan.

T. R. SIMMONS. 67. Founded the Cleveland Lumber Co. and North Alabama Lumber Co., Jasper, Ala.

C. M. JOHNSON, 86. President, C. M. Johnson Lumber Co. and C. M. Johnson Sand and Gravel Co., Helena, Ark.

LUTHER WALLIN. Senior partner, Luther Wallin and Son Lumber Co., Earle, Ark., and president of Wallin, Dickey and Rich Lumber Companies.

POWELL FRYE, 73, Secretary-treasurer, Producers Lumber Co., Tulsa, Okla.

THOMAS W. FRY, 86. Chairman of the board, Fry-Fulton Lumber Co., St. Louis, Mo., and charter member of the National Hardwood Lumber Assn.

HENRY W. KENNON, 64. Owned Wagoner Lumber Co., Wagoner, Okla.

FRANK W. MURPHY, 81. President, Farrar Lumber Co., Houston, Tex. Board chairman of Retail Lumber Dealers Assn. of Houston.

Reason for Growth

(Continued from page 27)

more beyond regular compensation, fringe benefits, and service pins, than \$150 a year.

Now there are 20 employees serving in and from the two Fraley stores. But when R. E. (Bob) Fraley launched the business on July 2, 1948, there were only four. They, their wives or husbands, and the owners comprised the total attendance at the company's first Christmas party.

Next year another full-group social event was added. On July 2, 1949, a few more employees joined the original four in celebrating the firm's anniversary. Since then two parties have been held annually.

"Our Christmas party is largely in the form of a banquet for all employees, their husbands and wives," Fraley said, "and unless there is sickness or some other emergency, the attendance is 100 per cent.

"For the Christmas party and banquet, employees draw names for the exchange of small presents. At this party, we pass out the annual bonus checks. The bonus depends upon the kind of a profit year we have had and the length of service of the individual. So far, there has been a bonus only for the last three years. But we hope and intend to make it annual.

"Our anniversary party takes the form of an outdoor picnic at nearby Lake Murray. It, too, draws full attendance of employees, their wives and husbands, except when emergencies interfere."

Fraley's personnel relations program is not all social. He reasons that the better his employees are trained, especially the men, the more they will feel they're part of the industry. So some Fraley men are qualified for attendance each year at one of the two convenient training schools for building material retailers—the 30-day course at Southern Methodist University in Dallas, Texas, or the short course at the Okmulgee branch of Oklahoma A & M College.

In July, 1953, five years after the business was born, Fraley introduced the five-year service pin for employees with that length of service. The pin bears an emblem designed exclusively for the firm, but there is more than this small token connected with recognition of continuous service.

With the five-year pin goes a letter of appreciation from Fraley, the grateful employer, and a special bonus check for each individual attaining such seniority—and an additional (third) week of vacation with pay. However, in the year in which the five-year employee receives a pin, he or she may exercise an option by taking three weeks' vacation with pay or by taking two weeks vacation and double pay for the third week by staying on the job.

"So far, the unanimous trend has been in favor of staying on the job that third week and collecting double pay," Fraley volunteered.

At Fraley's there is another

small but potent gesture. The company supplies the coffee every morning for the regular coffee break. Customers in the store are invited to drink with the employees in this recess.

The company holds only one general sales meeting a month, but Fraley says that is sufficient along with the other special gatherings of employees.

"It isn't possible, of course, to measure any gain in business as a result of our personnel relations program," Fraley commented. "Nevertheless, the benefits are quite tangible.

"We get write-ups in the local newspaper and comment by customers and prospects every time we do anything for the employees. Our program definitely pays off."

The Fraley Lumber Company's slogan, "Growing all the time—there's a reason" appears in its regular newspaper ads and in the big special ads run at anniversary time or in Christmas season. In the special ads, Fraley publishes the pictures, titles, and service records of employees.

"We feel like much good is accomplished by this type of advertising, both in making our personnel take a stronger interest, as well as in the greater acceptance by our customers and suppliers," Fraley asserted.

R. E. (Bob) Fraley got into the lumber business as a boy, fresh out of high school. He has had 22 years of experience in this industry. Before he launched his own lumber yard he noted the need for a good personnel relations program to draw a company and its employees closer together—the kind that now is probably a big reason why the Fraley Lumber Company is "growing all the time."

Selling Lumber Scrap

(Continued from page 28)

Youngsters use them in shop classes.

"We figured this \$1,000 a year is pure gain," said Charles A. Wolf, manager of the lumber department. "It is residue that would be thrown out; it takes no one's valuable time, since it is prepared entirely during slow periods, and it occupies space that we have not needed otherwise."

The Central Hardware Company's Union Avenue store in St. Louis, Missouri, uses the honor

system to collect for its short lengths and odd pieces of material.

Adolph Frank, manager of the lumber department, converted waste space and waste materials into a profitable sideline. At the side of a stairway that leads up to the elevated sales floor, a rail was built to support the lumber and other materials. From 12 to 60 pieces may be stacked along the rail or in a bin, as the supply varies. Each piece is marked with a blue grease pencil to show its price

A mail box with a slot cut in the top takes the nickels, dimes, and quarters that pay for the remnants. ranging up to \$1 in price. A sign points out that these left-over items are strictly "self service" and that the customer pays by dropping the money in the mail box.

Manager Frank reports that so far there has been no pilferage of materials or tampering with money in the locked mail box.

Another approach to the waste lumber problem is to avoid leftovers as much as possible by finding out the most economical length to sell a customer.

All too often a customer will ask

for a 20-foot length of lumber when he intends to cut it up into 4-foot or other short lengths. Frequently the dealer could dispose of his own shorter pieces, or longer pieces with damaged ends, by finding out what the customer needs.

Dealers can make many uses of the short pieces themselves. Back in the '30's, some alert dealers were buying up short-length mill accumulations of such items as siding and flooring, and offering "bargain packages." This is not so prevalent now, but in special circumstances it continues profitable.

One dealer near a large concentration of relatively low-income Indians specializes in "minimum" housing in any desired degree of completion. He uses a much larger proportion of short lengths than esthetics usually tolerate, but this is still acceptable for sturdy shelter.

Another dealer in meeting competition on some low-cost project housing, utilized short lengths of ceiling for closet doors and walls between adjacent closets.

The small accumulation of short lengths can be given the glamour of "bargain" items when put in a

special prominent rack and priced by the piece. This device is old but effective.

Using the shorts of different lumber items for what they are takes an alert individual who can see what is needed to do a job. Even greater opportunities are made by the dealers with imagination to see other things the shorts can do.

An example is the dealer who had a good "buy" in short stepping. He peddled it as "Shop" among the local woodworking plants, where it was cut into the many short clear lumber items going into screen and panel doors, cabinets,

A lumber yard in the middle of a clover-growing area in eastern Oregon periodically gathers all its short material and builds the distinctive wagons used in harvesting clover.

Many dealers pre-cut and prefab garages. In the Midwest, the farmers are accustomed to driving to their local lumber yard and buying chicken and hog houses assembled by the lumber dealer. These are prime uses of short lengths.

One aggressive Oregon dealer

CASH IN ON THE DEMAND FOR (DEAL) SLIDING DOORS





When you install IDEAL Sliding Doors, you help solve the home builder's problem: floor space. As much as 30 square feet of usable floor space per room can be saved, depending on size of doors and number of openings. Frames of IDEAL Sliding Doors are made of selected wood. Split jams are reinforced almost the full length of the jambs with steel fasteners to prevent sticking and jamming of door. The track is made of aluminum alloy. It keeps the door firmly in position and allows maximum ease of operation. Door units are carton-packed, with complete instructions.

DISTRIBUTED BY BUILDING MATERIAL JOBBERS

MADE IN THE SOUTH'S LARGEST STANDARD MILLWORK FACTORY



Sash morticed . . . no head or side room needed

Lowest-priced true counterbalance on the market—plus extra saving of installation time, shipping and handling costs. Pullman's Powerful Pigmy utilizes the revolutionary constant-load negative spring. No moving parts—nothing to go out of adjustment. Spring and all exposed portion is rustproof nickel-bearing steel. Write for full details.

MANUFACTURING CORPORATION
325 HOLLENBECK STREET
ROCHESTER 21, NEW YORK

specializes in buying short lumber. With a small investment in equipment, he converts it to survey stakes, toy stock, fencing.

Another dealer with a lumber manufacturing set-up gathers the short 2x4's in the mill and sells them by the bag for toys.

National recognition has been given to the Edward Hines Lumber Co. yards for their public relations program in which youth organizations are given their shorts and scraps of wood for woodworking activities. What better way could you use them!

Functional Displays

(Continued from page 29)

owners in the Tallahassee market.
Last year, capital, supplies, and conditions warranted fulfillment of the business ambition of Hugh and his wife. They pored over the trade magazines for good store and office ideas. They visited other new stores and conventions to gather practical suggestions. Then they sat down with allied industry friends and drew up the plans for their new store and office building.

The appealing results are clearly and fully shown in this magazine for the first time.

The building is 70 feet wide and 33 feet deep. The showroom is 54 feet wide and 30 feet deep. Much of its contents can be seen through the plateglass and jalousie windows across the front. The front entrance is at the right of this area,

leading to the sales counter for quick attention and service.

General office for the bookkeeper and salesmen is behind the sales counter, which is seen on our magazine cover this month. Covered with plastic laminate for beauty and long use, it has two "wells" which put the sales register and calculator at comfortable height. In the photo, Manager Williams confers with Salesman Franklyn D. Glenn.

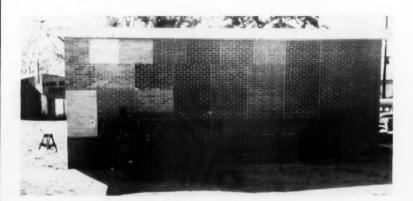
The display case below the counter is used to show expensive paint brushes and hand tools which are subject to pilferage when left out in the open and unguarded.

Besides the jalousie and "picture windows" at front, this modern store is equipped with casement, double-hung, and awning type windows to daylight and ventilate the general offices and the private office of Dealer Williams. Its walls are finished in three different kinds of wood to show the prospective customer how paneling looks installed—knotty white ponderosa pine, Appalachian white pine, and Philippine mahogany. His desk was custom-built in the mahogany, too.

A pass-through window is handy at the driveway side of the general office and another is used between the general and manager's offices.

The upper wall between these offices is finished in perforated hardboard, with hooks and fixtures displaying small "impulse" merchandise.

Another panel of this Pegboard flanks the sales counter and airconditioning unit. It displays con-



Dealer Williams even made ingenious use of the end of his air-conditioned store building to show the variety of brick and stone he sells—and the way they appear in different bond designs. This unusual display catches the attention of callers and passers-by as they approach the new structure. It contains 36 brick samples. A sign atop the store now lists principal materials sold, names firm as "Do-It-Yourself Headquarters. Visit us!"

sumer literature and other tools.

Backed by a long, slim storage room for paints and hardware, the rear wall of the showroom is used for a full stock of advertised paints. Painters' supplies and accessories are displayed on island fixtures in front of the paint stocks, along with household hardware and miscellaneous materials.

The left end of the building is closed in for an exterior display of brick samples and bonds. Brick veneer is the predominant type of house wall construction in the Tallahassee area, so Williams specializes in furnishing builders and families a wide choice of brick colors and finishes.

Along the inside of this end wall, garden tools are departmentized in a Pegboard display at the window. Then, open base shelves stock and display builders hardware. Above the central deck, wall cabinets are enclosed with Pegboard doors on which are displayed hardware samples.

This dealer makes extensive use of the posters and displays provided by manufacturers. "They not only save us time and money in setting up original displays, but they play up the brand names to which people become more accustomed through the national advertising of manufacturers and the local advertising we do to back it up," Williams explained.

For his Leon Builders Supply, Williams is ever alert to new trends in building supplies and specialties. One line proving profitable is ornamental iron. As portable display fixtures for his front window, he has mounted flush doors on wrought-iron legs. On these he displays a choice of legs and other metal items, such as louvers.

This system permits changes in window displays to spotlight seasonal merchandise for passers-by and patrons who park conveniently in the front and at the end of the store.

Last spring, soon after the new store was opened, Leon Builders Supply had in stock old-fashioned wooden water coolers, modern plastic lawn hose, and fibertubes for making forms for columns in building and road construction.

"If there's a strong demand for an item related to building and maintenance, and we can make a fair profit on handling it, then we'll either stock it or get it for our customers," Williams said. "After all, we're in business to make money by supplying local needs. And every time I sell a customer anything, I expose him to all the other materials and supplies that are our basic stock in trade."

Ornamental Iron

(Continued from page 30)

item and the customer shops around for comparisons. But if the customer is really interested in ironwork, he buys it then and there.

"Ornamental iron looks expensive," Guest further explains. "And some of it is. But point out to the home-owner that he actually can afford some ironwork on FHA terms that permit convenient time payments. Also remind him that it costs no more to install iron railings, columns, and decorative trim than it does wood — you have a powerful sales argument.

"We particularly emphasize savings on columns for carports—the



fact that iron columns not only are attractive but are permanent, since there is no rot and replacement in

future years."

One ironwork job seems to sell others. The Guest firm has frequent calls to duplicate jobs after friends and neighbors see the completed job. Customers tell their friends about the wide selection of stock at the Guest store.

Actually, H. G. Guest and Son carries a small inventory. That's because Clarksdale is only 78 miles from Memphis, one of the largest ironwork centers in the nation. This dealer enjoys one-day delivery of stock items and two- to three-week delivery on custom work.

Sales during the last year were largely for custom ironwork for home-owners.

In building houses for the open market, the Guest organization finds that the addition of ornamental iron speeds the sale. "And it's easy to add ironwork to house plans," Guest declares. "We sell much of it on our drawing board in the office.

"Our ironwork supplier has scale illustrations that enable us to show the customer just what ornamental iron will do for the appearance of his house."

Guest believes the ironwork market in GI housing is just opening up. "Most veterans who bought homes eight or nine years ago are ready to make them look a little more attractive on the outside now. Many of them have spent too much time on minor improvements and landscaping to want to sell and start buying all over againso they are just beginning to 'ripen' as customers for ornamental iron."

Guest does a good business in selling iron novelties-in fact he is seriously thinking about manufacturing some of the easily-designed items himself.

Novelties are particularly good as gift items on such occasions as Mother's Day and Christmas. Such suggestions are carried out in the firm's advertising, with profitable results.

Guest, who practically grew up in the lumber and contracting field, went into the business in 1945 when he came out of military service. It was a father and son enterprise. The father no longer is with the company, although the firm name remains the same.

Building Tailor

(Continued from page 32)

will assist you in fitting your building to your needs and the cost of your building to your budget."

This text is separated from the dealer signature and address with this important punch line: "We Have a Finance Plan to Suit Your Income."

Bob Parker explains the birth of the "Building Tailor" in these words:

"This service has been developed because we felt that our advertising media were not giving us good results. We tried using suppliers' ad mats but decided that, although they were fine for the products themselves, they did not give us the attention we wanted for our particular store. We then bought an advertising service, but that, too, did not give us the individuality we wanted. Our store was not recognized by our ads until the name was read at the bottom of the ad.

"In studying our problem we realized that we were furnishing a substantial service with which our community was not familiar. We were, indeed, giving our customers 'Tailor Made' plans and building service. We then advertised our building service as 'Tailor Made' for customer needs. While attending the Oklahoma lumbermen's convention something a speaker said gave me the idea of a 'Building Tailor.'

"The project has been a family affair from the start. My wife, son Al, and I have counseled together on the style and method of presentation. Al, who is a sophomore in the building products marketing course at the Oklahoma A & M College, helped me work out the rough sketch for the 'Building Tailor' figure. Then we checked it with our patent attorney and with his advice had a commercial artist to develop the present figure which has been registered with the U.S. patent office as a trade-mark.

"With the 'Building Tailor' we are not promoting any one individual but are advertising and pushing our own service, rendered by our whole firm. In licensing other dealers to use this trademark and related advertising service, we restrict its use to the whole firm and not to an individual."

The licensing agreement for other dealers to use the "Building



Tailor" points out that "the Building Tailor Service gives the building material merchant an identification that sets him apart from his competitors in his community. To help the Building Tailor merchant sell his services to the people in his community, he is furnished a copyrighted and patented service for his exclusive use in the community." Convenient advertising mats and layouts are offered franchised dealers.

The qualifications a dealer must have in order to obtain license to use the Building Tailor service include: be an authority on building materials; know construction methods; see that his building service meets the community's wants and needs; furnish labor or contractors capable of giving the customer the kind and type of workmanship desired; know and recommend qualified architects; see that the price charged is commensurate with the job done and fair to all parties; maintain an inspection service to advise customers on work needed and completed; know the use of building materials and sell them honestly; have an adequate finance plan for customers, use the 'Building Tailor' trade-mark in at

least one newspaper ad a week, and furnish Parker with copies of all ads run and radio or TV announcements made.

"By offering a complete building service through our 'Building Tailor' plan, we have developed more profitable business," Parker said. "We find that, when they ask us for advice as to the particular problem they may have, most of the competition is eliminated. They want us to carry out the work that we advised them should be done.

"We bid on the whole construction or repair job for one total price and offer monthly terms. This keeps us away from haggling on individual material prices and meeting the competition of pricecuters. We take building jobs or improvements on contract, line up a builder or mechanic for the customer, or just sell him the materials needed for self installation.

"We feel that we have just started in this packaged selling field. We have two carpenter employees who do many repair and remodeling jobs. We work with contractors also, of course, but most of them do not care to bother with the small service jobs that are so essential in rendering a complete

building service to our community—and in justifying our claim to being building headquarters in Ponca City. However, contractors appreciate the non-competitive jobs that come from our 'Building Tailor' service, and they continue to buy their materials from our yard."

An example of meeting the exacting requirements of customers for home improvements-an outstanding Building Tailor jobis that shown on the cover of this magazine. The Ponca City newspaper publisher, evidently eager to live up to his name of Muchmore, wanted the latest style of covered terrace added to his yard. Parker Lumber met his suggestion of using aluminum strut framing on steel pipes and covered with colorful, corrugated fiber-glass paneling. (Note use of corrugated asbestos paneling to close in the back of the garage.)

TRANSLUCENT PANELS. A new full-color folder pictures installations of Resolite fiberglass-reinforced plastic structural panels in homes and offices. Space provided for retailer's name imprint. Resolite Corp., Dept. SBS, Zelienople, Pa.

Since HOPE'S STEEL WINDOWS HAVE THE STRENGTH AND RIGIDITY THAT NO OTHER WINDOW CAN MATCH

ONLY \$22500

...covers the complete cost of HOPE'S STEEL CASEMENTS and screens for this attractive, modern home.

Where the finest construction materials are used, you will find Hope's Steel Windows. They provide value far beyond their cost. Their greater strength and rigidity prevent warping; their narrower frames admit more light and enhance any architectural style; their weather-tightness lasts the life of the building.

For full information, write for Bulletin



E. D. Gritz Residence, Bellevue Forest, Arlington, Va. Henry DeLongsief, Architect and Builder

HOPE'S WINDOWS, INC., Jamestown, N. Y. THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS

Hampton Roads Club Initiates 21 Kittens

Twenty-one Kittens were initiated at the October 28 dinner meeting of the Hampton Roads Hoo-Hoo Club No. 154 at the Nansemond Hotel in Norfolk, Va. Visiting officer was the highest of all — John H. Dolcater, 37372, of Tampa, grand snark of the universe. Other members of the degree team were local Cats. They performed clawlessly under the leadership of Club President Joe Addington Jr., 53504, who served as snark.

The new Cats include five Portsmouth lumbermen: Elwood L. Boyce Jr., W. E. Davenport, William Lee Fentress, Aubrey G. Sweet Jr., and Cecil Watson. William J. Charles, of Phoebus. F. A. Saunders, of Hampton. John E. Wool Jr., of Virginia Beach

And these Norfolk lumber boosters: George H. Cake, Rowland F. Filer Jr., Collye D. Forbes Jr., Carl S. Forsberg Jr., William S. J. Gallop, William R. Graham, Carl H. Kunzman Jr., Hughes Palmer III, Thomas W. Payne, Allan V. Pearce, Ewell M. Rawles, Frank Schlegel Jr., and John V. Thompson.

With the reinstatement of Elmer Anderson Jr., of Norfolk, the membership of the Hampton Roads club increased to 42 active Cats.



NEW DISTRIBUTION PROGRAM FOR HOUGH SHADES

John Dooley of the Hough Shade Corp. demonstrates methods used for final fabrication of custom-made Belmar and Sunweave window shades, to the personnel of the Sam A. Wing Co., Dallas, Tex.

Under a new program, distributors purchase the basic fabric, plus component parts, and then do the final fabrication locally.

This speeds up considerably the delivery of custom-made window shades, room dividers, draperies, and flexible floor screens.

Guests at the concat and dinner were the presidents of the Charlotte, N. C., and Richmond, Va., clubs — Joe Gall and Con Robinson Jr. Other Richmond Cats on hand were Past-President Walter Parham, Carroll Cass, Jim Stauffer, Bill Kelly, John Mostiler, Victor Covington, and Bill Hewlett.



RA-TOX
Fashionfold®
DOORS

You're in line for extra profits with this beautiful new basswood folding door. It has appeal no other door can match. FASHIONFOLD DOORS have been enthusiastically approved by builders everywhere. Easily installed, low in price to attract the builder and do-it-yourself home owner. In natural wood or colors,

EXCLUSIVE Fashionfold Door Pattern

Patents Pending

Be first with Fashionfold... see your Ra-Tox Door distributor or write for complete data.

THE HOUGH SHADE CORPORATION
1025 Jackson • Janesville, Wisconsin
IN CANADA: Conadian Ventilating Shades Ltd.
481 Reid St., Peterborough, Ontarie

hoo-hoo LOG

Atlanta Hoo-Hoo Club No. 1 moved into a new meeting spot-the Cherokee Hotel restaurant on Ponce de Leon Avenue - on November 15. Nine Kittens were initiated by a degree team headed by the new area vicegerent snark, Sam Houston Jr., as snark, and Supreme Junior Hoo-Hoo Donald L. Moore as the visiting officer. The Atlantans will enjoy a Christmas buffet dinner and dance with their ladies on December 7. New president of the Memphis Hoo-Hoo Club No. 92 is Leo W. Speltz, of the Memphis Plywood Corp. James Sumrall is vice-president, and Clark E. McDonald continues as secretary-treasurer. Directors for three years include C. E. Thompson, Charles L. Bell, and Charlton Smith. Max Pinkerton reported at the Chickasaw Country Club dinner meeting on the progress of the Harry B. Weiss vocational school, which the Hoo-Hoo Club maintains at Memphis Boys' Town. . . . Seventeen Kittens were initiated at an October 18 concat of the Oklahoma City Hoo-Hoo club. It was held at the Oklahoma Club, with new President Ralph Morrow and new secretarytreasurer Bill Chaffin in charge. Harry Stockmann, Supreme Nine member from St. Louis, was visiting officer. . . . Dallas Hoo-Hoo members saw some movies selected by Jim Wilcox at their November 15 meeting. "Green Harvest" presented the modern story of forest conservation, management, planning and research.

. . . Does your Hoo-Hoo Club have copies of "The New Hoo-Hoo Song" for all members? If not, write how many you need and send your address to Hoo-Hoo, Southern Building Supplies, 806 Peachtree St., N. E., Atlanta 5, Ga. Copies will be furnished without charge.

Dixie Cats Confer on More Club Activity

How Hoo-Hoo clubs can make themselves more useful and interesting to members was explored by 19 Cats at the second annual Jurisdiction IX meeting at the Biltmore Hotel in Atlanta, Ga., November 6. The confab followed the Southeastern dealer convention and preceded the wrecking of Tennessee by Georgia Tech's football team.

Leading the discussion of ways and means to improve programs, finance new projects, have more fun were John H. Dolcater, of Tampa, grand

/ YOU MAY BE LIABLE /

That's the title of a helpful new feature that will be published monthly in this regional merchandising magazine for material who'esalers and dealers beginning in the January issue of SOUTHERN BUILD-ING SUPPLIES.

* * * * * * * * * *

snark of the universe, and Ben Springer, of Milwaukee, international secretary. Donald L. of Atlanta, supreme Junior Hoo-Hoo, presided.

On hand were delegates from nine clubs-Richmond, Charlotte, Columbia, Savannah, Tampa, Miami, Palm Beach, and Atlanta. The group voted to push reinstatement of old members and concats at state dealer conventions next year.

U. S. Plywood Buys Assets of Associated Plywood

The U. S. Plywood Corp. has bought the assets of Associated Plywood Mills, Inc., in exchange for 62,804 shares of \$100-par-value preferred stock and 276,000 shares of common stock.

Associated has two Douglas fir plywood plants in Oregon with an annual capacity of about 150,000,000 square feet: seven plywood warehouses; a sawmill, and 1,100,000,000 feet of standing timber in Oregon.

U. S. Plywood also has announced that O. Harry Schrader Jr. now is general manager of the Seattle, Wash., operations. He succeeds L. J. Walby, who resigned.

Schrader will manage the company's plywood plant and lumber division at Seattle and its veneer plant, sawmill, and timber operations at Kosmos, Wash.

Edward Hines to Buy Oregon Lumber Company

Purchase of the Oregon Lumber Co. by the Edward Hines Lumber Co. is expected to be completed this year following signing of a purchase agreement by Charles M. Hines, president of the latter, and A. C. Lighthall, president of the Oregon

This purchase will unite two of the oldest lumber companies operating in the Pacific Northwest. The Oregon Lumber Co. was established in 1889. The Edward Hines Lumber Co. started operations in 1892.

Through this purchase the Hines firm will acquire a new hardboard plant at Dee, Wash., and a sawmill there that produces fir lumber. At Baker, Ore., it will acquire a ponderosa pine sawmill and a millwork fabricating factory.

WHEN YOU WRITE

To Advertisers In

This Magazine

TELL THEM

You Read About It In

Southern **BUILDING SUPPLIES** When QUALITY and SERVICE count

-PLY WOOD -LUMBER -DOORS



You buy with efficiency, economy and confidence when you buy from Georgia-Pacific. And one call does it all . . . so call your G-P office for fast deliveries of every species, size and grade of plywood and lumber.

G-P PRODUCTS—G-P Ripplewood Textured Paneling •
GPX Plastic-faced Plywood • G-P Crownply Hardwood Plywood . G-P Plysheet Southern Plywood . Douglas Fir Plywood • Giant-sized Scarfed Panels • Fir Pattern Doors • Hardwood Flush Doors • Cypress and Redwood Lumber • Southern Pine • Southern Hardwood Lumber • Western Lumber • Treated Lumber and Timbers • Residential and Factory Flooring . Mouldings.

≝ GEORGIA − PACIFIC PLYWOOD COMPANY SOUTHERN FINANCE BUILDING, AUGUSTA, GA., CALL 2-8383

Full Line to Dealers

(Continued from page 34)

largest product display of any exhibitor at the Atlanta Biltmore Hotel.

With these two services, Associated Distributors, Inc., and its parent corporation, the West Lumber Company, have scored two "firsts" in the Southeast, at least. Founded in 1895, the West Lumber Company is the oldest manufacturer and distributor of wood products in the Atlanta area.

AD was started in 1947 to help meet the needs of small dealers in job lots of paints, millwork, lumber, and other materials. One of this jobber's major lines is AD paint, made under its own label by the Yarnell Paint Company in Philadelphia.

Long a major producer of Southern pine and hardwood lumber and now noted for its extensive Tree-Farm program, the West Lumber Company began research seven years ago on how to economically

produce solid wood paneling for residential light construction from domestic hardwoods and imported softwoods. Charles B. West, now president of the firm, and his associates visited paneling manufacturers and timber producers throughout North America to work out plans for becoming creators of probably the nation's most versatile and varied line of solid wood paneling—the Westcraft line.

It includes more than 50 different species and finishes of wood paneling, in Pickwick or Colonial pattern, or both. For in the West Lumber Company's modern mill near Doraville, Georgia, Westcraft paneling is run Pickwick on one face and Colonial (V-joint) on the other.

Pattern separations are made as to whether each piece is good on one face or both faces. This simplifies stocking problems for both the producer and for dealers who profitably sell Westcraft paneling.

Among the domestic woods which West converts into handsome paneling of "Architect" and/or "Character Marked" grade are ash, blond and figured beech, blond and figured beigh, cherry, chestnut (wormy only), elm in beige or figured or blond, figured or red gum, honey locust, maple in figured or pink or wormy, red oak, white oak, Appalachian white pine, Southern yellow pine, sassafras, sycamore in white or grey or brown or brown-white or browngrey, walnut, and willow.

The West mill also machines paneling from Philippine dark red and light red mahogany, from red meranti lumber out of the Malayan peninsula. This month they will add five species imported from the Gold Coast of Africa—emeri, utile, obeche, mahogany, sapeli.

West also furnishes dealers these solid wood panelings from Mexico: cedrela, guanacaste, machich, pucte, chechem, Honduras mahogany, balche, and jabin. And, of course, it markets vast quantities of yellow and tidewater red cypress, and ponderosa pine paneling.

Also in the Westcraft line are five choices of "Rustic Wood." These are designated as moss, wheat, straw, springleaf, and peach pine.

Photographs accompanying this article show major steps in the manufacture of solid wood paneling at the West plant. With 1,000,000 board feet of rough stock in concentration, another 1,000,000

feet in processing for production, and 750,000 feet of packaged paneling in stock, West aims to supply the wide variety of native and foreign planks to dealers throughout the Southeast.

All paneling is carefully machined, graded, and packaged. The "Westcraft" labels show the exact specie of lumber, the grade, the pattern, and quantity. Most packages contain 48 board feet of random widths, but of uniform lengths of 8 or 10 feet, for full wall vertical paneling, or for partial vertical or horizontal treatments.

Whoever buys packages of the paneling — dealers, builders, or carpenters — appreciate the good condition and finish in which it arrives. However, only 70 per cent of the paneling is packaged, since it is not desirable to wrap some species.

West Lumber's mill manager, Grant Reynolds, and associates keep constant check and balance of inventory of paneling and of mouldings of same specie. Mouldings are stocked in ¼" round, 2½" and 3½" clam pattern trim, 3¼" and 3½" window stool, ½" x ¾" shoe moulding, and ¾" x 1¾" clam pattern stop.

The Westcraft grade descriptions include Architectural, Character-Marked, Knotty, Rustic-Wood, and Wormy. Architectural is produced from the clearest portions of the tree, having occasional very small tight knots and burls.

Character-Marked is produced from that part of the tree giving full benefit of all of nature's markings of character, including mineral streaks, knots, burls, bird

"Representatives Wanted"

Aluminum windows. Awning and horizontal glide types for new buildings. Re ly to: Director of Sales, P. O. Box 1072. Youngstown, Ohio.

"Representatives Wanted"

Aggressive representatives calling on hardware and building supply trade wanted by 17 year old Manufacturer of aluminum mouldings, store front material, etc. Complete line, competitively priced for sale direct to dealers. Several territories open. We protect representatives fully. Please outline present lines and area covered. Reply to: Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.



New Albany, Ind.

pecks, color variation, and worm holes.

Knotty is produced from that part of the tree making for boards with knots. Rustic-Wood is produced from knotty yellow pine boards and combed with steel brush and pre-finished to variety of colors. Wormy is produced from those logs and trees susceptible to worms, making for a panel board to prevail with the characteristics of worm holes and their colorings.

The second unusual service of Associated Distributors, Inc., is the brokerage-handling of mixed cars of West Coast lumber products by AD salesmen for dealers. Tom Carmichael, manager of this department, spends much of his time on the West Coast, maintaining ready sources of supply of the lumber, plywood, and millwork items dealers need in mixed-car shipments.

In such shipments AD offers Douglas fir boards, industrial clears, dimensions, finish, flooring, siding, stepping, and small square timbers; ponderosa pine boards, select clears, dimensions, paneling, and shop; plywood, ceiling, mouldings, and doors.

Calling on Georgia dealers regularly for this wholesaler now are Dale Hampton in the Northeast, David Freeman in the Southeast, Ralph Norman in the South, and W. R. (Pete) Tucker in the Northwest. Howard L. Ashworth is the sales manager and Patrick Oakley is the office man.

Among the advertised brands of materials AD sells to Georgia retailers via prompt dealer pick-up or overnight motor freight delivery are Gold Bond rockwool and pellet insulation, insulating boards, gypsum board, plaster, plastering supplies, and hardboard; Insulite's acoustical tileboard, shingle-backer, plank and tileboard, lok-joint lath, insulating board and sheathing, hardboard, and insulating wool; Sakrete ready gravel mix, mortar mix, and sand mix; Bondo and Magnolia mortar mix.

AD furnishes a complete line of builders and cabinet hardware to dealers. It includes the Stanley Works brand, Unique sash balances, and Penn-Akron locksets.

This jobber pioneers in the promotion of low-cost air-conditioning units to dealers for homes. The Sterling Twin-Zone line, made in Gastonia, N. C., features no water, or plumbing; five-year guarantee, and low cost of both use and upkeep.

From West Lumber's modern millwork shop, AD salesmen supply dealers with Silent-Seal weatherstripped ponderosa pine window units, door and window blinds, medicine cabinets, door and window frames and trim, mouldings, screens, and odd sash. They also distribute Tension-tite aluminum window screens, Precision folding stairways, stock interior and exterior doors, and Gate City wood awning windows.

Along with the full line of AD paints, dealers find in this jobber's catalog Gold Bond cement and interior paints; Gibson-Homans caulking compound, plastic roofing cement, asbestos roof coating, roof and metal paint; Chapman's penta wood preservatives, and Nancy Warren wallpaper. AD carries Certain-teed asphalt roofing and siding, and Ruberoid's asbestos shingles and siding.

One or any combination of these materials and supplies is speeded on its way to a dealer following his telephone or written order to a territory salesman or the AD office at 1491 Piedmont Avenue in Atlanta. It adds up to about the most complete supply service a dealer can obtain from one wholesaler.

New Systems Available For Laminating Walls

Patented methods for erecting gypsum wallboard in multiple-layer applications are now being marketed by the Certain-teed Products Corp. of Ardmore, Pa. The Certain-teed Hummer Systems can be used with conventional framing, or without framing in non-load-bearing partitions. Wall sections of 2½ inches enable the use of standard thin wall-opening details.

For walls in conventionally framed constructions, a Hummer System utilizes simple lamination methods.

With trussed roof construction in residential work and with flat slab or beam and girder construction in commercial and industrial buildings, a Hummer System for on-the-job construction of non-load-bearing partitions eliminates framing and furring.

Also for non-load-bearing partitions, a system is fabricated in narrow panels at the Certain-teed gypsum plant for installations where joints will not be covered, and for movable wall construction.

The Certain-teed Products Corp. has just completed 50 years as a manufacturer of asphalt shingles and roll roofing; gypsum lath, plaster, wallboard and sheathing; and fiber wallboard products.



P. O. Box 3262

Jacksonville 6, Florida



Step-up your Sisalkraft sales — right now! This is bad weather month. Contractors, builders and farmers need tough, waterproof Sisalkraft to protect equipment and material. Sisalkraft advertising is telling your customers about these bad weather uses of Sisalkraft. We have loads of folders and ad mats for your use. Write us for a supply of this sales-making material.

NEW LOW PRICE FOR 131/2' ALL PURPOSE ROLL

Check your inventory on this popular item. Now available at lower price. Cash in on this new opportunity for extra Sisalkraft sales.



AMERICAN SISALKRAFT

CORPORATION

SBS-12 Attleboro, Mass. • Chicago 6, Ill. New York 17, N.Y. • San Francisco 5, Calif.

ADVERTISER'S INDEX

T.	
A	Dicks-Pontius Co 6
A & F Tileboard Co *	Dinges Co., George J
Ackerman, H. D	Douglas Fir Plywood Assn 21
Adams Rite Mfg. Co	Drywall Trim, Inc *
Civil Defense*	Dunne Co
Affiliated National Hotels *	E
Allen, J	Edwards, Richard Lee
Aluminum Company of	Everett & Co., John T *
America * American Celcure Wood	Ez-Way Sales, Inc *
Preserving Corp	
American Sisalkraft Co76	F .
American Sta-Dri Co * Anthony Truck Co *	Fir Door Institute *
Arvey Corporation*	Flintkote Co. * Frost Forest Products Div. Olin
Associated Plywood Mills, Inc 13	Industries, Inc*
Atlanta Oak Flooring Co*	Fuller Jr., L. G *
Atlantic Steel Company 4 Atlas Plywood Corp	G
	Gardner Sales Co *
В	Gaskin Jr., T. A *
B-D-R Engr. Corp49	Gate City Sash & Door Co 47
Baldwin & Sons, Lawrence J, *	Georgia-Pacific Plywood Co 78 Gilbert Co., S. P
Barclay Mfg. Co	Goetze Co., Earl*
Bessler Disappearing Stairway Co	Goldman, S. R 49
Bialy & Assoc., Norman A *	Gordon & Son, Inc. Alexander
Bird & Sons, Inc *	Gossett Associates, T. F 61
Bowers, Jr., R. P. (Rudy) Second Cover	Gregg & Son, Inc *
Boyette & Son, Inc.,	Griffin, A. W 71
	Н
Braeckles, Inc	Hager & Son's Hinge Mfg.
Braeckles, Inc	Hager & Son's Hinge Mfg.
Bracekles, Inc	Hager & Son's Hinge Mfg.
Braeckles, Inc	Harer & Son's Hinge Mfg. Co., C. * Harris Livingstain Co. 71 Hawkins Iron Co., Inc. * Heatilator, Inc. 78
Braeckles, Inc	Harer & Son's Hinge Mfg. Co., C. * Harris Livingstain Co. 71 Hawkins Iron Co., Inc. * Heatilator, Inc. 78 Hope's Windows, Inc. 71
Braeckles, Inc	Hazer & Son's Hinge Mfg. Co., C. * Harris Livingstain Co. 71 Hawkins Iron Co., Inc. * Heatilator, Inc. 78 Hope's Windows, Inc. 71 Horwitz, A. L. 71
Braeckles, Inc	Harer & Son's Hinge Mfg. Co., C. * Harris Livingstain Co. 71 Hawkins Iron Co., Inc. * Heatilator, Inc. 78 Hope's Windows, Inc. 71
Braeckles, Inc	Hazer & Son's Hinge Mfg. Co., C. * Harris Livingstain Co. 71 Hawkins Iron Co., Inc. * Heatilator, Inc. 78 Hope's Windows, Inc. 71 Horwitz, A. L. 71 Hough Shade Corp. 72
Braeckles, Inc.	Harer & Son's Hinge Mfg. Co., C. * Harris Livingstain Co. 71 Hawkins Iron Co., Inc. * Heatilator, Inc. 78 Hope's Windows, Inc. 71 Horwitz, A. L. 71 Hough Shade Corp. 72 Howard, Summer, W. B. 71
Braeckles, Inc	Harer & Son's Hinge Mfg. Co., C. * Harris Livingstain Co. 71 Hawkins Iron Co., Inc. * Heatilator, Inc. 78 Hope's Windows, Inc. 71 Horwitz, A. L. 71 Hough Shade Corp. 72 Howard, Summer, W. B. 71 Howell Mfg. Co., The *
Braeckles, Inc	Hacer & Son's Hinge Mfg. Co., C. * Harris Livingstain Co. 71 Hawkins Iron Co., Inc. * Heatilator, Inc. 78 Hope's Windows, Inc. 71 Horwitz, A. L. 71 Hovgh Shade Corp. 72 Howard, Summer, W. B. 71 Howell Mfg. Co., The * Huttig Sash & Door Co. *
Braeckles, Inc	Hacer & Son's Hinge Mfg. Co., C. * Harris Livingstain Co. 71 Hawkins Iron Co., Inc. * Heatilator, Inc. 78 Hope's Windows, Inc. 71 Horwitz, A. L. 71 Hovgh Shade Corp. 72 Howard, Summer, W. B. 71 Howell Mfg. Co., The * Huttig Sash & Door Co. *
Braeckles, Inc	Haver & Son's Hinge Mfg. Co., C
Braeckles, Inc	Hacer & Son's Hinge Mfg. Co., C
Braeckles, Inc. 71 Burns Manufacturing Co. Second Cover Burton, Robert S. * C Caldwell Mfg. Co. * Cameron & Co., Wm. 67 Cameron and Richardson 71, 77 Carter Co., H. V. 71 Carey Manufacturing Co., Philip 14 & 15 Casings, Inc. * Celotex Corp., The * Certain-teed Products Corp. * Chicopee Mills, Inc. * Cleveland Steel Specialty Co., Inc. * Coal Chemical Division United	Haver & Son's Hinge Mfg. Co., C
Braeckles, Inc. 71 Burns Manufacturing Co. Second Cover Burton, Robert S. * C Caldwell Mfg. Co. * Cameron & Co., Wm. 67 Cameron and Richardson 71, 77 Carter Co., H. V. 71 Carey Manufacturing Co., Philip 14 & 15 Casings, Inc. * Celotex Corp., The * Certain-teed Products Corp. * Clicopee Mills, Inc. * Cleveland Steel Specialty Co., Inc. * Coal Chemical Division United States Steel Corp. 17 & 18 Columbia Mills, Inc. 20 Consolidated Iron-Steel Mfg. Co. *	Hacer & Son's Hinge Mfg. Co., C
Braeckles, Inc. 71 Burns Manufacturing Co. Second Cover Burton, Robert S. * C Caldwell Mfg. Co. * Cameron & Co., Wm. 67 Cameron and Richardson 71, 77 Carter Co., H. V. 71 Carey Manufacturing Co., Philip 14 & 15 Casings, Inc. * Celotex Corp., The * Certain-teed Products Corp. * Chicopee Mills, Inc. * Cleveland Steel Specialty Co., Inc. * Coal Chemical Division United States Steel Corp. 17 & 18 Columbia Mills, Inc. 20 Consolidated Iron-Steel Mfg. Co. * Coppo Co. 61	Hacer & Son's Hinge Mfg. Co., C
Braeckles, Inc. 71 Burns Manufacturing Co. Second Cover Burton, Robert S. * C Caldwell Mfg. Co. * Cameron & Co., Wm. 67 Cameron and Richardson 71, 77 Carter Co., H. V. 71 Carey Manufacturing Co., Philip 14 & 15 Casings, Inc. * Celotex Corp., The * Certain-teed Products Corp. * Clicopee Mills, Inc. * Cleveland Steel Specialty Co., Inc. * Coal Chemical Division United States Steel Corp. 17 & 18 Columbia Mills, Inc. 20 Consolidated Iron-Steel Mfg. Co. *	Hacer & Son's Hinge Mfg. Co., C
Braeckles, Inc. 71 Burns Manufacturing Co. Second Cover Burton, Robert S. * C Caldwell Mfg. Co. * Cameron & Co., Wm. 67 Cameron and Richardson 71, 77 Carter Co., H. V. 71 Carey Manufacturing Co., Philip 14 & 15 Casings, Inc. * Celotex Corp., The * Certain-teed Products Corp. * Chicopee Mills, Inc. * Cleveland Steel Specialty Co., Inc. * Coal Chemical Division United States Steel Corp. 17 & 18 Columbia Mills, Inc. 20 Consolidated Iron-Steel Mfg. Co. * Coppo Co. 61 Cruze, Fred F. 6, 70	Hacer & Son's Hinge Mfg. Co., C
Braeckles, Inc	Harer & Son's Hinge Mfg. Co., C
Braeckles, Inc. 71 Burns Manufacturing Co. Second Cover Burton, Robert S. * C Caldwell Mfg. Co. * Cameron & Co., Wm. 67 Cameron and Richardson 71, 77 Carter Co., H. V. 71 Carter Go., H. V. 71 Carey Manufacturing Co., Philip 14 & 15 Casings, Inc. * Celotex Corp., The * Certain-teed Products Corp. * Chicopee Mills, Inc. * Cleveland Steel Specialty Co., Inc. * Coal Chemical Division United States Steel Corp. 17 & 18 Columbia Mills, Inc. 20 Consolidated Iron-Steel Mfg. Co. * Coppo Co. 61 Cruze, Fred F. 6, 70 Currie, George F. * Currin Co., Inc. 71	Harer & Son's Hinge Mfg. Co., C
Braeckles, Inc	Harer & Son's Hinge Mfg. Co., C
Braeckles, Inc	Hacer & Son's Hinge Mfg. Co., C
Braeckles, Inc. 71 Burns Manufacturing Co. Second Cover Burton, Robert S. * C Caldwell Mfg. Co. * Cameron & Co., Wm. 67 Cameron and Richardson 71, 77 Carter Co., H. V. 71 Carey Manufacturing Co., Philip 14 & 15 Casings, Inc. * Celotex Corp., The * Certain-teed Products Corp. * Chicopee Mills, Inc. * Cleveland Steel Specialty Co., Inc. 17 & 18 Coal Chemical Division United States Steel Corp. 17 & 18 Columbia Mills, Inc. 20 Consolidated Iron-Steel Mfg. Co. * Coppo Co. 61 Cruze, Fred F. 6, 70 Currie, George F. * Currin Co., Inc. 71 Curtis Companies, Inc. * D Davis, Marion T. 53 Deatty, Arthur 61 Dension Corp. *	Harer & Son's Hinge Mfg. Co., C
Braeckles, Inc	Hacer & Son's Hinge Mfg. Co., C

ADVERTISER'S INDEX

L	S
Lang, H. Carleton *	S & S Sales Co
Libbey-Owens-Ford Glass Co 55	Sanders-Cederlof & Associates 21
Lone Star Cement Corp26	Seidel Mfg. Co *
Lowe Brothers Company *	Selinger Eliot R.
Loxcreen Co*	Sellars, Jack L. * Slide-Master Glass Door &
Ludman Corporation *	Window Co *
	Smith, J. Paul 2, 16, 71
M	Smith Lumber Co., Ralph L78 Southern Building Supplies78
McCluggage Sales Co 71	Southern Heather Stone Sales
McKnight Co71	Corp. *
McQueen, R. B 61	Southern Metal Products Corp *
Majestic Company, Inc *	Southern Sash Sales & Supply Co
Mann and Co., J. T 71	Southern States Iron Roofing
March, Inc., E. L 71	Co. (Barclay Mfg. Co.) 10 Southern States Iron Roofing
Marsh Wall Products, Inc. *	Co. (Perma Products)*
Masonite Corporation 57	Southern States Iron Roofing
Mengel Co *	Co. (SSirco) 8 Spentzos, Jim *
Meroney, B, K *	Stair, James A
Meroney, Cy*	Stem, Inc., Chester B74
Metal Trims, Inc. 69 Midwestern Sales Co. 69	Stovall, W. H71
Monarch Metal Weatherstrip	_
Corp. 65	T
Morris, J. L, 6	Tennessee Coal, Iron & Railroad
Murphy, D. T 12	Div. U. S. Steel Corp *
Murray Co. of Texas, Inc *	Traylor, Robert Co *
Murray, L. E 71	Triangle Mfg. Co * Trinity Div. General
M	Portland Cement Co *
N	Tri-State Building Service 65
National Business Publications *	Trowbridge, Lewis C *
National Fund for Medical Education	Turner & Seymour Mfg. Co *
National Guard Products, Inc. *	Turpentine & Rosin Factors, Inc. 70
National Lock Co *	Twin-Tilt Truck Company *
National Woodworks	
New Castle Products, Inc. * North, Joseph T	U
North, Doseph 1.	Ualco Aluminum Windows 2
0	United States Gypsum Company *
0	U. S. Plywood Corp. (Industrial Adhesive Div.) *
O'Callaghan, W. L. 65	U. S. Plywood Corp *
Oconee Clay Prod. Co. *	United States Steel Corp., Coal Chemicals Division 17 & 18
One-Der Frame Corporation * Orangeburg Manufacturing	United States Steel Corp., Tenn.
Co., Inc. *	Coal, Iron & Railroad Div *
Oregon Lumber Co	Utley, Inc., Withers Clay71
O'Rourke, James *	v
Owens-Corning Fiberglas Corp *	V
	Vento Steel Prod. Corp *
P	Vulcan Metal Products
Pacific Lumber Co*	
Pack River Sales Co. *	W
Peaslee-Gaulbert Paint & Varnish Co. Third Cover	Wagner Mfg. Co*
Penn-Dixie Cement Corporation *	Walker & Son, Inc., T. V 6
Per-Fit Products Co	Ware Laboratories,
Perma Products Co *	Inc. Fourth Cover Warren, Robert K. Second Cover
Perrow Chemical Co * Pitt, C. W	West Coast Lumbermen's Assoc. *
Plastergon Wall Board Co 7	Western Lock Co 1
Proctor & Co., E. W 69	Western Pine Assoc 5 Weyerhauser Sales Co *
Pullman Mfg. Corp 68	Whitehead Woven Wire Co *
	Whitton, R. E. L 71
R	Wright Co., L. K *
Red Cedar Shingle Bureau *	Y
Reynolds Metal Company, The *	Yauger & Co., Jack
Rives, A. L., "Sonny" *	anger to con pack
Rosboro Lumber Co. * R. O. W. Distributors	Z
Ruberoid Company *	
Rudiger-Lang Co	Zegers, Inc. *
Ryan Sales Corp71	Zimmerman, Fred H *



Let one of our company representatives give you the whole profit story new!

VULCAN METAL PRODUCTS

2801 - 6th Avenue, South Birmingham, Ala. A leader in the industry since 1945

\$	\$	\$	MAIL	TODAY	1	; \$	5	\$
----	----	----	------	-------	---	-------------	---	----

To: VULCAN METAL PRODUCTS 2801 6th Avenue, South

Birmingham, Alabama Please send catalog and further information about Vulcan Superior Storm Sash. No obligation.

NAME								
ADDR	ESS							
CITY					STAT	TE	Manhatan	
+ 4	4	4	\$		4	4	\$	¢
PP	P	4	+	Ψ	+	4	+	4



• You're in for additional fireplace sales when you promote this great new fireplace unit. It's the new 3-Star Heatilator Fireplace with the Pressure-Seal Damper—the damper that actually seals the throat air-tight when the fireplace is not in use. It is the very latest improvement in fireplace construction.

Modern Air-Conditioned

Homes!

• In summer, the Pressure-Seal Damper prevents loss of expensive cooled air—increases the efficiency of the air-conditioning system. In winter, it eliminates waste of house heat up the flue and stops chimney downdrafts that chill the room. A real sales feature in every home, it is a must for those homes that are fully air-conditioned.



Get the facts. Ask your jobber or write for complete information. Heatilator, Inc., 9712 E. Brighton Ave., Syracuse 5, N. Y.

HEATILATOR FIREPLACE

No Production Interruption

PONDEROSA

SUGAR PINE

DOUGLAS FIR

WHITE FIR

INCENSE

This has enabled us to service our customers promptly and also hold a balanced inventory for the Fall lumber trade.

We are at your service for straight or mixed cars

OUR SPECIALTY

Kiln-dried precision manufactured products — Mouldings — Interior Trim Jambs — Frames — Rails — Venetian Blind Slats from California Incense Cedar — Cut Stock — Glued Panels — Box Shook.

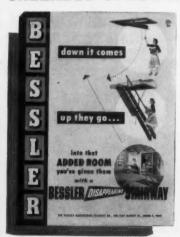


MILLS AT ANDERSON AND CASTELLA

SALES OFFICES AT ANDERSON, CALIFORNIA



HOW TO BUILD MORE SALEABLE SPACE INTO HOMES



IMMEDIATE DELIVERY

assured on all models!

Write today for FREE
BESSLER
CATALOG
showing how easily and economically you can use
BESSLER
DISAPPEARING
STAIRWAYS
(7 Models)
to assure more cubic feet per building dollar!

THE BESSLER DISAPPEARING STAIRWAY CO. 1900-F East Market Street, Akron 5, Ohio



"Your Grandfather sold paint ... We sell color!"

"The entire paint-selling picture changes periodically, Jimmy. For instance, your grandfather poured fine paint from a barrel for each customer. Then for faster, more convenient sales, it was put up in cans, but with rather limited color selection. Today, with DECOR-MATIC, Pee Gee gives us great color range to increase paint sales.

"The Decor-matic color system has the wide selection of 180 fashion-

correct colors. The exclusive dial makes colors easy to choose . . . actually makes color selection self-service. And for all this we stock only 18 base colors and 20 "one-shot tube" colors to keep our inventory low . . . our turnover high.

"87 years of paint-making experience has gone into Pee Gee One Coat Flatkoatt. To make it easy to sell, Pee Gee has given this truly fine paint

all the qualities our customers need in a flat wall enamel. It's easy to apply . . . it's quick-drying and odorless . . . it has a tough alkyd base . . . it's scrubbable.

"Now, these 180 beautiful colors come in this top quality paint. It's the very practical Decor-matic color system that brings us this automatic way for color to increase our interior paint sales."

Do yourself a profitable favor and fill out the coupon now!

PEASLEE-GAULBERT

PAINT & VARNISH COMPANY

223 N. 15th Street, Louisville, Kentucky Serving the South Since 1867

PAIN

Peaslee-Gaulbert Paint & Varnish Company Dept. 12B – 223 N. 15th St., Louisville, Ky.

Gentlemen: I am interested in learning more about the Decor-Matic paint color system. Please rush my free copy of "A New Formula for Profitable Paint Sales."

Name

Firm

Address _____State _____

BUILDERS GET 3 BIG BONUSES

with WARE Aluminum WINDOWS

— and Dealers build big volume!



- OVERNIGHT SERVICE to most cities, made possible by Ware's strategically located warehouses in Chicago, Newark, Houston, and Atlanta!
- 2 A FULL LINE to meet your varied needs. Whatever your next requirement may be, it'll pay you to check the Ware quality line before you choose.
- 3 PROVEN VALUE that's paying off year after year in thousands of installations from coast to coast.

Get ALL the profit-building facts. Write Dept. S-11 today.



Ware Laboratories, Inc., 3700 N.W. 25th St., Miami, Florida

MEMBER OF THE ALUMINUM WINDOW MANUFACTURERS ASSOCIATION



ALUMINUM CASEMENT WINDOW



ECON-O-WARE AWNING WINDOW



INTERMEDIATE AWNING WINDOW



WARE-TITE JALOUSIES



WARE PROJECTED WINDOW



THE ECON-O-WALL WINDOW